

SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES SINCE 1921

January 1961

READER SURVEYS ON '61:

Service Stations' Repair
Sales to Climb?

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Lacking Profit, Dealers
Disagree with Mr. Chevy

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Maintaining Pumps

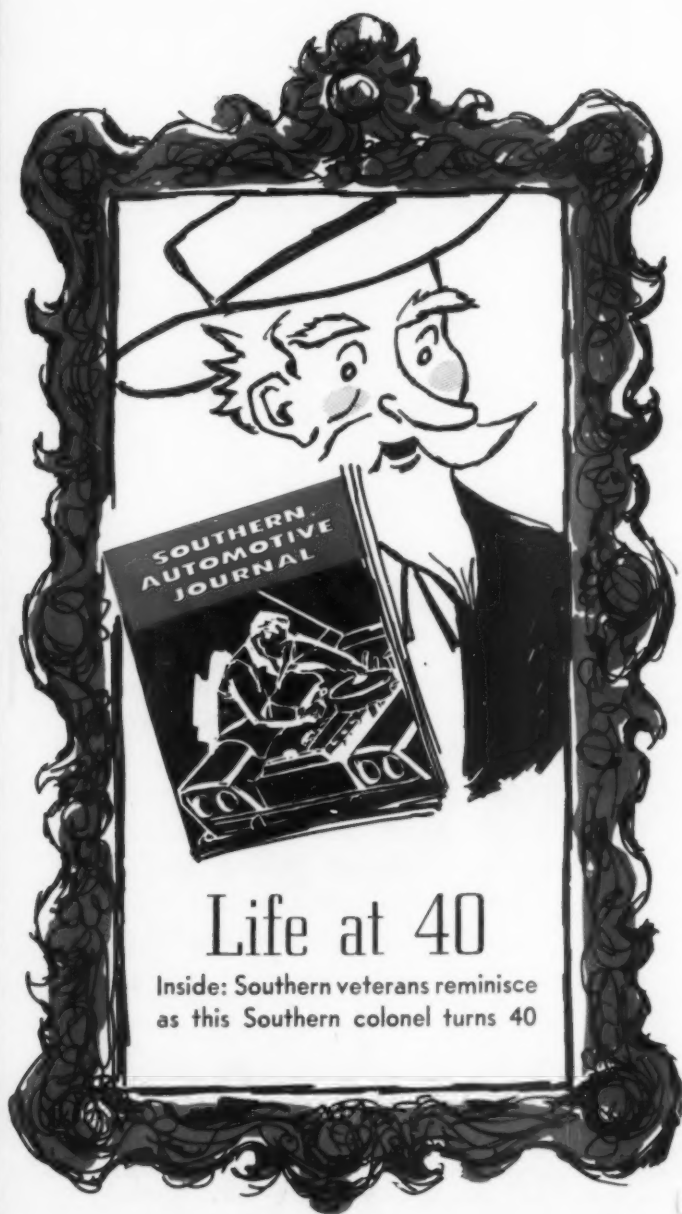
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**Servicing Tempest
Drive Line**

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**Body Shop: Lancer
and Valiant Bodies**

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PERFECT CIRCLE
PISTON RINGS ARE BUILT
TO TAKE IT

EATING AWAY DROP BY DROP

Moisture and acids formed by combustion can eat away piston rings, much as they eat away mufflers and tailpipes.

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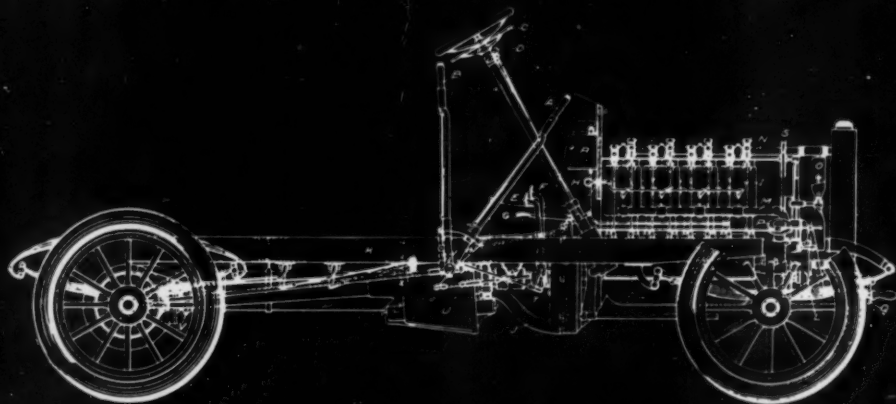
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one of the very few cars* you can't tune up with a Hygrade Jiffy Kit

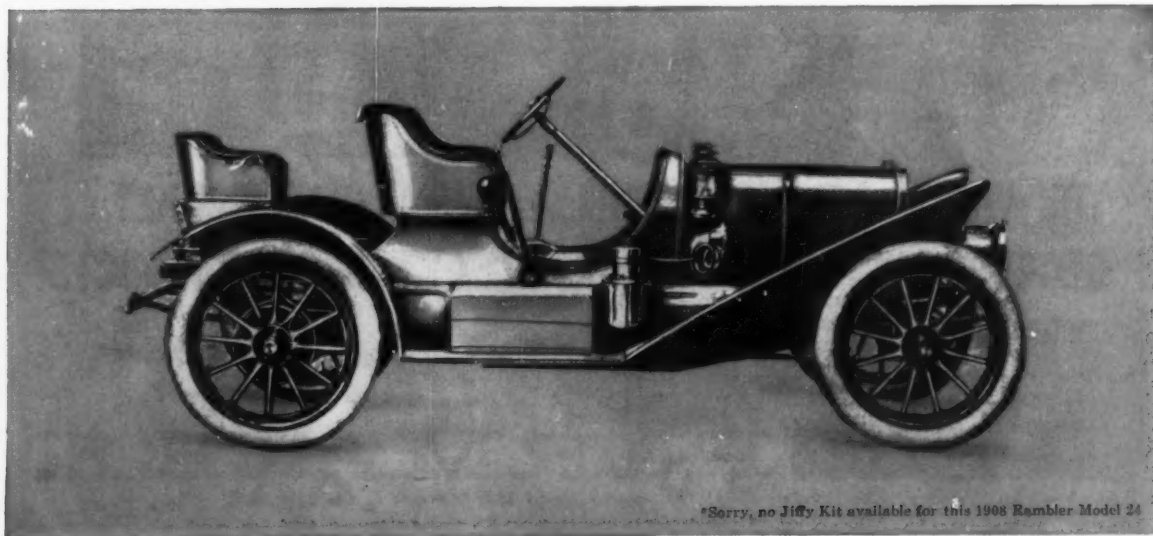
You can tune up over 90% of all cars on the road with one economical assortment of Hygrade Jiffy Kits. Jiffy Kits contain needles and seats, gaskets, economizer valves, pump pistons, instructions and tools — to fit all carburetors: Carter, Stromberg, Ford, Holley, Rochester . . . and small engines, too! See your jobber or write HYGRADE PRODUCTS DIVISION, Standard Motor Products, Inc., Long Island City 1, New York.



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for Carburetor Tune-Up

A kit for almost every car



*Sorry, no Jiffy Kit available for this 1908 Rambler Model 24

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Volume 41

No. 1

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SOUTHERN AUTOMOTIVE JOURNAL for January 1961

Serving the 19 Southern and
Southwestern States Since 1921

Contents for Jan. 1961

SELLING CARS AND SERVICE

Leaks Drip Dough 31

(and in their tell-tale dripping signal the alert shop to add to its volume, as this Maryland garageman found so profitable.)

Stations' Repair Sales to Climb? 33

(which is a logical question in view of the predictions in this reader survey by dealers and a few garagemen that stations in '61 may carve a bigger slice of the service/repair pie.)

Lacking Profit, Dealers

Disagree with Mr. Chevy 34

(as these dealers, in a second reader survey, find the going rough in the face of a heavy inventory of new cars. But all isn't the blues, since shop volume should generally rise and a goodly minority hope for a higher net in '61.)

How We Dealers Got into This Pickle 35

(in which former President Bob Armacost of NADA, a veteran Kansas City dealer, raps both factories and some dealers' attitudes and suggests some steps out of undesirable conditions today.)

HAPPY BIRTHDAY TO SAJI

If you would roll back the years to this publication's birth 40 years ago, turn on ahead and you'll find automotive veterans who've written out the road map to that time.



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This is no surprise package

When you open a box of National Oil Seals, you know exactly what to expect . . . a quality product. And that's not all! Your customers get safety. When you replace old, pulled seals with new National Oil Seals, you protect wheel bearings and brake

linings from dangerous lubricant leakage.

What do you get? Extra profits. Installing new seals boosts your gross on repacks, more on relines.

And your National Seal jobber gives fast delivery on a complete line. Call him today!

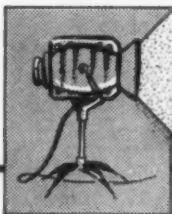


NATIONAL OIL SEALS

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DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN





Automotive **SPOTLIGHT**

January 1961

A lot of ink has pressed off type since the first issue of SAJ saw the sun 40 years ago. Veteran automotive men who have been on hand to help—and witness—the growth of the industry in the South and Southwest have rolled back down Memory Lane to give you in this issue pictures—some a bit pathetic and some quite funny—of those days gone by. Grab up Grandmother's crinoline and ole lace and swing back to those good (?) ole days with us, forgetting on those pages the problems of today in order to study where we've come from—and how far!



Cruising over some high spots of the news: Sales of seat covers this year should whip 1960's performance by 15%, representing \$175 million in contrast to \$150 million, according to Vernon G. Volland, executive director of the Automobile Seat Cover Association of America. That would be one to one and a half million more sets above the eight and a half to nine million sold last year. . . . And passenger tire replacement sales should hit 71 million in '61—a jump of two million above 1960's total, says The Goodyear Tire & Rubber Co. . . . Passenger-car mileage has moved from 487 billion to 500 billion miles in the last five years, says C.W. Thorp, Goodyear's tire marketing manager. . . . Tom Frost, the can't-be-still Ford dealer and perennial legislator of Warrenton, Va., will brief the Automotive Old Timers at their NADA breakfast Jan. 31 in San Francisco's Whitcomb Hotel on proposed plans for a national automotive museum and hall of fame in the nation's capital. . . . Gould-National Batteries, Inc., reports it has agreed to purchase Wilkening Mfg. Co., the Philadelphia manufacturer of piston rings, subject to Uncle Sam's okay. . . . It just won't seem like Tahiti any mo': National Car Rental System has opened an office there. . . . An automobile needing no pedals was demonstrated last month by The Bendix Corp., featuring an unobstructed floorboard so arranged that moderate pressure on each of two segments takes care of accelerating, slowing and stopping functions.

'Yes, we have no guts.' That's what Secretary-Manager Roy Tant said in his Christmas bulletin to the members of the Oklahoma Automobile Dealers Association. 'Dealers have killed most of their profitable market for '61-model sales through distress advertising of '60 models,' said he. 'Now we see that the executive heads of our largest automobile manufacturer have embarked on another selling program—that of convincing dealers that they should carry a 60-day inventory of new cars instead of the more realistic 30-day supply. Sure, why shouldn't they try to sell it; dealers have bit on every other bone the factories have thrown their way.'

Dealers speak up on this on page 34. This bigger-inventory business isn't so hunky-dory, they maintain in many cases, especially when the profit fails to accompany the larger cash outlay. That's why the U.S. Department of Commerce predicted a 13% decline this year in car production, permitting the million-car inventory to be swallowed down to more usual size, although car sales aren't expected to be off much in '61 from '60's total.

Watch out for those sorry Japanese parts. You'd better know your suppliers of parts and stick to the ones proven reliable over the years, because there's a growing trickle of Japanese-made parts showing up in the U.S.



Sealed Power Stainless Steel Oil Ring

THIS OIL RING PROTECTS YOUR SHOP'S REPUTATION

Since its introduction in 1957 engines, Sealed Power's Stainless Steel oil ring has won engine builder acceptance faster than any by far.

New car engineers, tests, and millions of miles of actual on-the-road operation, proved this ring out for you. No ring yet controls oil as well. Take Sealed Power's

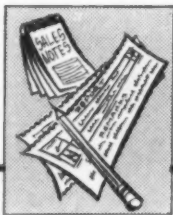
Stainless Steel oil ring—your ability to turn out a good overhaul—and you have an unbeatable combination.

The Stainless Steel oil ring side-seals, holds its fit, retains its tension, resists sludging and corroding, is easy to install. Sealed Power Corporation, Muskegon, Michigan.



Sealed Power Stainless Steel piston rings stop oil pumping

VISIT OUR BOOTH NO. 2456-7-8-9 AT THE I.A.S.I. SHOW IN LOS ANGELES, FEBRUARY 17-18, 1961



Automotive MARKETS

States Really Tax Us

FIFTY-ONE per cent of the taxes collected by Southern state governments in 1960 came from two principal sources—motor vehicles and things the consumer buys in the retail market, according to the Atlanta field office of the U. S. Department of Commerce.

Of \$5,136,759,000 in tax revenue derived by Alabama, Florida, Georgia, Mississippi, Tennessee, the Carolinas and Virginias, Kentucky, Arkansas, Louisiana, Oklahoma, Texas, Maryland and Delaware, motor-vehicle owners and operators last year paid \$1,526,171,000 and in 13 of the states consumers paid \$1,095,216,000 on foods, drugs and other commodities.

The sales tax is now being collected in every state in the South except Texas, Delaware and Kentucky.

Most of the motor-vehicle tax revenue was in the field of fuel sales.

In a number of the Southern states collecting both motor-vehicle and sales taxes, dependence on the two types of taxes to run the state governments was much greater than the 51% shown for the South as a whole, Merrill C. Lofton, Commerce Department field manager, said.

For example, in West Virginia motor-vehicle and sales taxes represented 77% of the \$179,919,000 total collected in all taxes in 1960.

In Arkansas it was 68% of the \$158,118,000 total; in Tennessee, 69% of the \$304,587,000; in Florida, 67% of the \$521,682,000; in Georgia, 67% of the \$369,080,000; in Mississippi, 65% of the \$194,300,000; in Alabama, 60% of the \$274,239,000; in Oklahoma, 56% of the \$275,379,000, and in South Carolina, 55% of the \$234,990,000.

In the remaining states, the total sales and motor-vehicle tax "take" ran below the half-way mark. In North Carolina, it was 48% of the \$459,373,000; Maryland, 45% of the \$343,577,000, and Louisiana, 36% of the \$452,705,000.

Service Station Dealers Get Sales Challenge

TO MEET competition when selling tires, batteries and accessories, service station dealers must employ better merchandising, servicing and management methods.

That advice came from Earl B. Hathaway, sales vice president of The Firestone Tire & Rubber Co., at the annual meeting of the International Oil Industry TBA Group.

"American motorists this year will spend over six billion dollars for TBA merchandise and service," Hathaway said. "Our challenge is to help the service station dealer get a bigger share of this business."

The dealer who is a "front line salesman," he said, is a good citizen active in church and community activities and one who is seeking new horizons for himself and his family. That kind of dealer can be attracted,

he added, by putting more money in his pocket through teaching good merchandising principles, proper displays, effective solicitation and good service.

Reasons given by Hathaway that service stations are not getting the share of the TBA, service and non-automotive merchandise business to which he said their frequent contact with the car owner should entitle them include:

- 1.—Increased competition for TBA business from other types of outlets, such as mail order houses, etc.

- 2.—The fact that the service station industry has not fully developed its automotive service potential.

- 3.—The fact that the service station has not been widely recognized as an important source of non-automotive merchandise

The compacts with their smaller

oil and gasoline requirements represent a new challenge, he said, as do new engine designs with regular fuel requirements and new cars which require only infrequent lubrication and fewer oil changes.

Houston Salesmen Apply For Union Membership

ALMOST 50% of the 900 to 1,000 car salesmen in Houston, Texas, reportedly have signed cards authorizing the Retail Clerks Association to act as their bargaining agent with their employers.

Gene Britton, international representative of the R.C.A., said the group met three times in one week recently to make formal application for a charter. Officers are Louis Faigen, president, and Oliver Massey, secretary-treasurer. Both are salesmen for Bill McDavid Oldsmobile.

Faigen said the group's objective "will be to stabilize the haphazard conditions of employment for automobile salesmen," as well as to reduce the number of hours worked. The average salesman, he said, works a 12-hour day, seven days a week in Houston, the year-'round.

Walker Will Test-Market Ceramic-Coated Mufflers

ALIMITED number of ceramic-coated mufflers for replacement on popular makes and models of cars will be test-marketed in pre-selected areas by Walker Mfg. Co., J. W. Jaspersen, vice president, announced.

The mufflers, Jaspersen said, will be protected with the same type of ceramic coating developed by Walker engineers in cooperation with American Motors for use in the 1961 Rambler. The coating has been tested through actual on-the-car installation as well as through laboratory methods.

Ford Appoints Baird

James H. Baird has been appointed assistant Washington, D. C., Ford district sales manager, replacing George A. Thompson, who resigned to become a Virginia Ford dealer.

*get a
better job...*



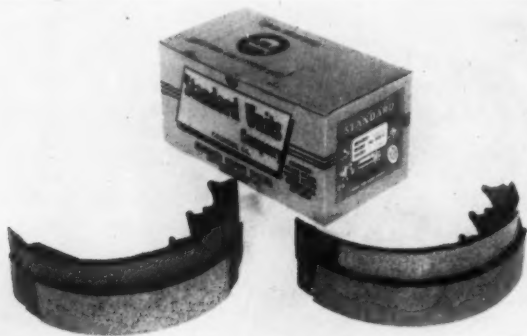
with Quality  **POLISHER & CUTTING**
PIT-BAR *pads*

LONGEST WEARING EVER MADE

Order from your jobber!

Write for catalog

PIT-BAR MFG. CO. 3311 E. 45th St. Los Angeles 58



Remanufactured to Original Equipment Specifications

- Sold through leading automotive jobbers and distributors.
- Prompt service through our own trucks to the jobbers in the Southeast.
- Serving the Southern automotive industry since 1941.

STANDARD UNITS COMPANY

1600 First Ave.
Columbus, Georgia



Air-Conditioning Time Is Around the Corner!

It may stagger the imagination, but it's a fact—in these wintry days—that air-conditioning sales and service days are just ahead. To get your share of this expanding market calls for acquiring lines and the necessary servicing equipment before customers queue up on a warm day demanding right-now attention.

We'll cover some angles of the over-all market and also a feature on how a Dallas, Texas, service station sold and installed 63 units last year for \$16,380.

Automatic transmissions, looked upon as luxuries also at one time, will come up in a piece on how a Maryland garageman does \$20,000 a year in this highly profitable department.

FROM RED TO BLACK

A small-town dealership's executive tells how his firm went from the red to the black side of the ledger, giving step-by-step and penny-by-penny savings.

TECHNICAL-WISE

Major repairs are still a great source for real shop profits. That's why Technical Editor Ed Lowery tackles pistons, specifically the Rambler V-8's, next month.

For the body shop Ed will rattle off the details of doing a proper headlining job, including removing and replacing the various types on the market today.



Automotive NEWS BRIEFS



In celebration of Christmas, these Roanoke, Va., jobbers presented a cash gift to the American Cancer Society in the names of customers. Pictured are (l. to r.): E. H. Overfelt of W. B. Clements, Inc.; R. D. Cundiff of Shepherd's Auto Supply, Inc.; Prince E. Thornton, president of the society's Roanoke chapter; Raymond L. Brickey of Auto Parts, Inc.; C. R. King of Standard Parts Corp. and W. L. Smith of Motor Parts Supply Co., Inc. Since 1954, instead of token gifts the jobbers have joined in donating equipment to various charities and worthwhile projects.

JANUARY	APRIL	AUGUST	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
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Looking Ahead

DEALERS

- Jan. 15-19—Annual convention of National Independent Automobile Dealers Association, Eden Roc Hotel, Miami Beach.
- Jan. 28-Feb. 1—Annual convention of National Automobile Dealers Association, San Francisco.
- March 13-14—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.
- March 26-28—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- April 23-25—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond.
- April 30-May 2—Annual convention of Tennessee Automotive Association, Andrew Johnson Hotel, Knoxville.
- May 7-9—Annual convention of Texas Automotive Dealers Association, Gunter Hotel, San Antonio.
- May 11—Annual convention of Missouri Automobile Dealers Association, St. Louis.
- May 14-16—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, near

Savannah.

- June 2-3—Annual convention of New Mexico Automobile Dealers Association, Santa Fe.
- Feb. 3-7, 1962—Annual convention of National Automobile Dealers Association, New York City.

GARAGEMEN

- Jan. 12-14—Mid-year board meeting of Independent Garage Owners of America, Alvin-Plaza Hotel, Tulsa, Okla.
- June 28-July 1—Annual convention of Independent Garage Owners of America, Lowry Hotel, St. Paul, Minn.

WHOLESALE

- Feb. 12-15—Meetings of Automotive Affiliated Representatives, Biltmore Hotel, Los Angeles.
- Feb. 13-14—Annual sessions of Automotive Booster Clubs International, Statler-Hilton Hotel, Los Angeles.
- Feb. 14-15—Annual convention of Automotive Service Industry Association, Biltmore Theater, Los Angeles.
- Feb. 16-19—13th annual Pacific Automotive Show, Memorial Sports Arena, Los Angeles.
- March 15-16—Spring convention of Virginias - Carolinas Automotive Wholesalers Association (for members only) at Hotel Robert E. Lee, Winston-Salem, N. C.
- April 30-May 2—Annual convention of Automotive Wholesalers Association of Tennessee, Hotel Claridge, Memphis.
- May 14-17—Annual convention of Automotive Engine Rebuilders Association,

tion, Fontainebleau Hotel, Miami Beach.

June 25-27—Annual convention of Automotive Wholesalers Association of Alabama, 400 Motel, Pensacola Beach, Fla.

Aug. 13-15—Annual convention of Kentucky Automotive Wholesalers Association, Lexington.

Oct. 11-14—Annual convention and booth conference of Automotive Wholesalers of Texas, San Antonio.

Nov. 15-17—Annual convention of Florida Automotive Wholesalers Association, Americana Hotel, Miami Beach.

Feb. 28-March 3, 1962—International Automotive Service Industries Show, Chicago.

Feb. 13-16, 1963—International Automotive Service Industries Show, Philadelphia.

GENERAL

July 31-Aug. 2—National Auto Accessory and Parts Exhibit, Las Vegas.

Oct. 30-Nov. 2—Annual convention of Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.

Nov. 8-10—Annual convention and trade show of Automotive Parts Rebuilders Association, Biltmore Hotel, Los Angeles.

A telephone connection is provided for each mechanic in the shop of Don Drennen Motors (Chevrolet-Buick-Cadillac), Birmingham, Ala. This is in contrast to some shops where mechanics are discouraged from using the telephone. E. C. Janney said the telephone connection saved money and time in cases where the mechanic desired to converse with the service salesman regarding the status of a job. It also enables mechanics to answer personal calls without having to go to the office.



ONE WAY

All the EIS talents and engineering skills are constantly channeled in one direction — to make "The Brake Parts Line" *better!* This is the finest habit EIS ever developed and the result has been a specialized experience that shows up in every brake part EIS produces.

You'll see exactly what is meant the next time you order any of the parts that make up "The Brake Parts Line." You, too, will find that *EIS Brake Parts are BETTER* for replacement — *BETTER* in quality — *BETTER* in performance — *BETTER* in price and, of course, *BETTER* for your profit picture.

You can only draw one conclusion from this — *EIS people have always had a one-track-mind!*

BOOTHS 2554-5, 2619-20
at the IASI Show in Los Angeles



**PACKAGED, MERCHANDISED,
CATALOGUED and PROMOTED**
the way you like it!



**COMING
YOUR WAY
IN FEBRUARY!**

The **NEW**, combined **HYDRAULIC, POWER BRAKE AND CABLE CATALOG** will be mailed to every Repair Shop, Service Station, Garage and Car Dealer in the country! **WATCH FOR IT!**



Ask your EIS Distributor or write for Catalogs!

EIS AUTOMOTIVE CORP., Middletown, Conn.

Automotive NEWS BRIEFS

(Continued from page 9)



Look how the "Mid-South's Oldest Ford Dealer" has expanded over the past 51 years. In contrast to the modern building shown here, observe how Shelton Motor Co., Covington, Tenn., appeared in 1910, when it was founded by the late H. Bates Shelton (standing on running board of car in the older picture). The first model T to be sold in Tipton County rolled out of this older building in September 1910, according to Hays E. Owen, Jr., present manager of the company, which has expanded over the years into a coal firm and tractor company in Covington with branches of the tractor operation in Brownsville and Trenton (in 1953).

After 51 Years, Service Remains Keystone Here

AFTER being a dealership for 51 years, Shelton Motor Co. (Ford), Covington, Tenn., continues to consider service as the keystone for its operations.

Hays E. Owen, Jr., executive vice president, asserted:

"We of the present generation still believe that the solid auto dealer must of necessity render a service during the entire life of the car that he sells. This service must be good, it must be reasonable in price and it—above all—must impress your

customer that a Ford vehicle is his preference because he can have every difficulty serviced to insure his satisfaction.

"We are not 'wheel-and-dealers'. We are not 'big volume' folks. We like our customers and we honestly strive to make them like us and our fine Ford products. We hope this simple formula will allow us to remain here another 50 years.

"When this company was formed the livery stable part of the business accounted for enough capital to allow the tenuous beginning of the new auto age. People were tremendously interested in the new mode

of transportation, but the 'dubious' were inclined to view the auto as a passing fancy.

"The officials of this company made a seemingly simple decision: to service every vehicle and to make it a vital part of every sale to see that the customer got a vehicle and good service to go with it."

Cobb Will Head Up Oklahoma Dealers

WILLIAM H. Cobb of Ponca City was elected president of the Oklahoma Automobile Dealers Association at that group's recent annual convention, succeeding Frank Kitchens of Lawton.

Other officers are W. G. Horton, first vice president, and Jack Clark, reelected secretary-treasurer. Both are from Oklahoma City. Other vice presidents are W. G. Phillips of Normal, Emmett Darby of Oklahoma City, Luther Riggs of Tulsa, Jim Fleming of Pryor, Wayman Cornelsen of Fairview, Joe Edwards of Alva, W. L. McCulloh of Ardmore, J. A. Richardson of Ada, Paul Corbin of Altus and George Caudill of Hobart. H. Mead Norton of Oklahoma City is NADA director and Roy Tant remains as secretary.

The annual meeting of Automobile Dealers Mutual Insurance Co. also was held during the OADA convention and Joe Edwards of Alva was named president. Judson Bryan of Stillwater is vice president, Jack Clark of Oklahoma City, secretary, and L. V. McCann of McAlester is treasurer.

American Discount Co. Appoints Three

W. B. LATIMER and Ralph H. Griffin, both of Charlotte, N. C., have been elected vice presidents of American Discount Co., and Robert C. Kornegay, Jr., a native of Charlotte, now living in Greensboro, has been elected assistant vice president.

President E. P. Latimer said the promotions are in further recognition of the trio's assumption of new duties. W. B. Latimer and Griffin, formerly assistant vice-presidents, were appointed division managers earlier this year. Kornegay at the same time became regional manager of the company's Upper Carolinas region.

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*To all jobbers, car dealers,
garage men, fleet owners
—the Rogers nameplate
is your assurance of value*

ROGERS
Remanufactured
ENGINES

Automotive NEWS BRIEFS

(Continued from page 11)



Bert Cook will be remembered by many as the first president of the Independent Garage Owners of America, having been elected at the Oklahoma City organization meeting in January 1955. At the time of his election he was temporary treasurer of IGOA. He now holds the office of secretary-treasurer, Texas Independent Garage Owners of America. For some years the Bert Cook Service has been situated near downtown Dallas in a two-story building, 50 by 100 feet, plus a parking lot.

It was Different 40 Years Ago!

By BERT COOK

Bert Cook Service, Dallas, Texas

IT WAS in mid-November of 1920 that I decided to get into the garage business on my own, and after I paid the first month's rent in advance on a sheet iron building 40 by 80 feet, I had exactly \$7 left in my pocket.

At the time I didn't even own an air compressor, but I did have an excellent kit of hand tools. I was fairly fresh out of military service, having been with a transport corps in France, and had applied for my old job with the Dallas Cadillac dealer.

The dealer and his brother gave me some good advice. They told me sure, I could have my old job back, but the smart thing for me to do was go in business for myself.

So I took the plunge, and from the start business was good. Then, as now, I specialized in Cadillac service. Pretty soon I was hiring mechanics—at about 50 cents an hour, mind you, although they were paid

by the week. And although I was a Cadillac specialist, there were about as many model T's in our stalls as Cadillacs.

Some people may be wondering, reading this, how it happened that at the start I chose the field of Cadillac service, and I will explain. As I analyzed the situation at the time, I had a pretty sound reason for choosing Cadillac service as my specialty.

In 1912, Cadillac introduced a new car with an electric starter and, as I saw it, that would soon have a large number of women driving Cadillacs, thereby increasing the numbers of that make in use.

At that time there were no more than half a dozen women driving cars in Dallas because they couldn't crank the big brutes, even with compression releases. That is, in most cases, but I remember one lady who could spin a Cad motor as good as I could.

So I went to the Cadillac dealer, asked for a job and got it—at 50 cents an hour.

Previous to that 1912 incident, I hadn't concentrated my efforts on any particular make of car and I didn't get my early experience in Dallas. Although born in Dallas, my father was a railroad conductor and was transferred to Shreveport, La., and it was there that I decided to become an automotive mechanic.

There is much discussion now about the scarcity of mechanics, the difficulty of getting young men interested in the trade and apprentice training programs. And I often wonder how many young men could be induced to enter this trade now if conditions were what they were when I decided to be a mechanic.

My apprentice training came the really hard way. All I had to do to get my "diploma" was work a solid year without pay. Not a red cent. Of course, I never would have made it without free board and room at home.

After that no-pay year in Shreveport, our family was transferred back to Dallas in 1909 and I worked in various independent shops and garages until the 1912 Cadillac came out.

In those days, of course, all the cars had low-compression and low-speed engines, but there was lots of room under the hood and those cars were much easier to work on than today's models.

That is, it was easier to work on the old cars in some respects. At the time I opened my own place in 1920 we were all using open-end wrenches. Then a manufacturer whose name I do not recall introduced universal socket wrenches, ratchet-equipped. Each wrench, regardless of size, was complete in itself. No removable handles then.

That was the biggest advance of the era in mechanic tools. Believe me, that made a mechanic's life like heaven, compared with what it was with open-end wrenches.

Shreveport Dealers Organize

The Shreveport-Bossier (La.) Used-Car Dealers' Association has elected Deb Speights president. Other officers of the group are Cotton Weatherly, vice president, and Fay Nolen, secretary.

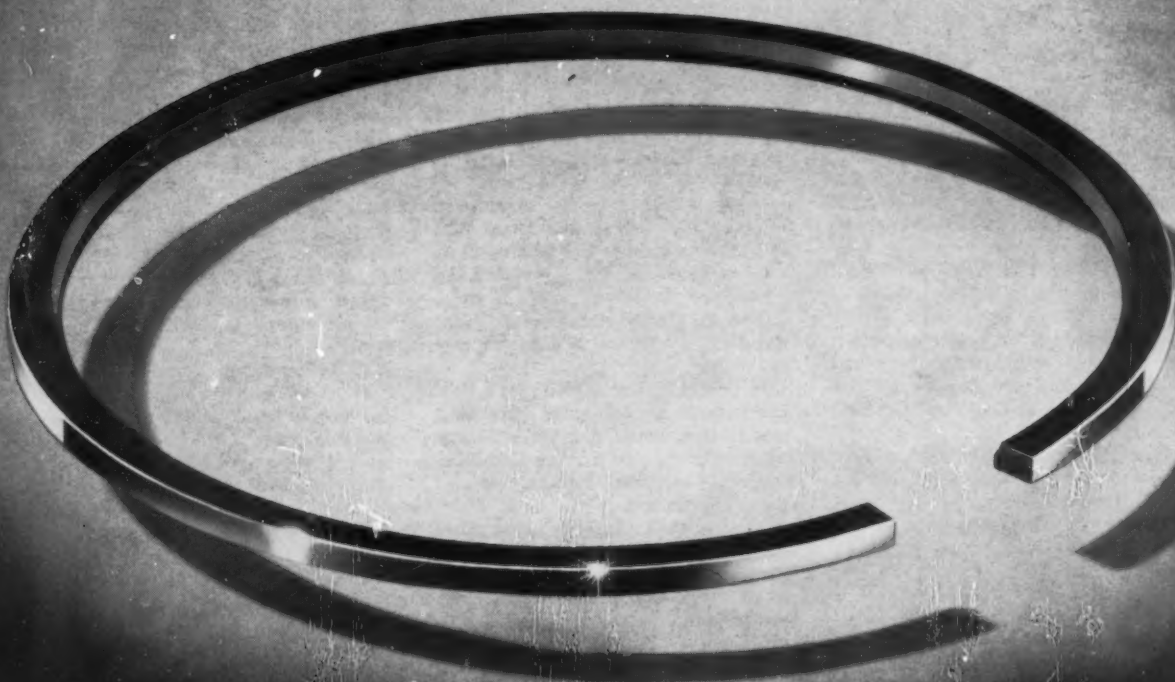
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PISTON RINGS

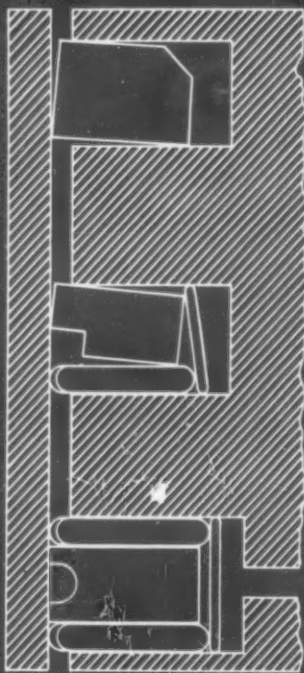
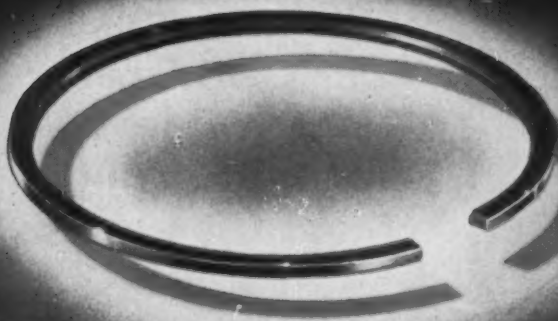
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SEVEN WIPING EDGES

-to restore lost compression and horsepower
... eliminate oil consumption





SEVEN WIPING EDGES

The famous Leak-Proof piston ring set (including the outstanding "400" oil ring) has seven wiping edges. No other ring set has so many wiping edges to save your customers gas and oil.

There's a reason why so many thousands of mechanics use nothing but McQuay-Norris Leak-Proof piston rings—it's the complete customer satisfaction that comes from the new car performance and operating economy that Leak-Proof piston rings give. And there's nothing like satisfied customers to insure your consistent profits.

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You're Sure of a **PERFECT FIT**



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PEP® Carburetor
—Brand New,
Not a Rebuilt!**

There's no question about the "tailoring" when you sell a Holley PEP Carburetor. Each PEP Carburetor is *brand new* and made-to-measure for the car and its engine, built with the same care and precision as the *original equipment* carburetor it replaces. Yet you sell these brand new Holley PEP Carburetors at *prices competitive with rebuilds* . . . and models are available for Ford-built cars and the most popular American Motors cars. See your Holley Distributor today about stocking Holley PEP Carburetors . . . and PEP Kits containing genuine Holley parts for carburetor minor overhauls.

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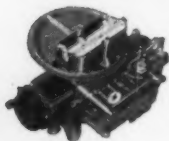
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Genuine Holley Generator
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**GET FAST
COOL** *Cutting Action!*



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**SANDERS AND
ABRASIVE DISCS**

NEW



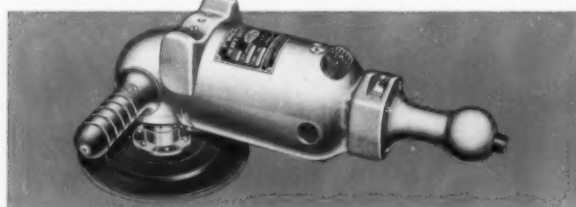
Air Driven **Flat Sander**



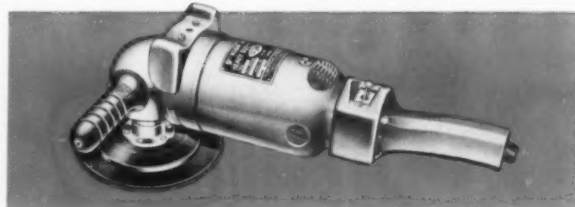
Exclusive design features include a remote exhaust system which carries exhausting air and lubricant away from the work and the operator; a palm switch paddle for convenient, comfortable one hand control; and the efficient StouX mechanical design which requires up to 30% less air for the same amount of work. Oscillating orbital action produces a superior finish; for wet or dry sanding. It's powerful, light, and perfectly balanced for feather edging.

Powerfully Dependable

STOUX HIGH SPEED H. D. SANDERS



SMOOTH, powerful StouX Sanders operate with cost cutting speed and ease. They're designed with stamina and dependability for the most punishing use. Heat

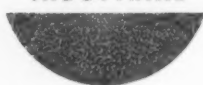


treated gears, and permanently lubricated bearings help assure long, trouble-free life. They're the best buy in the long run.

STOUX ABRASIVE DISCS

cut fast, run cool!

INDUSTRIAL



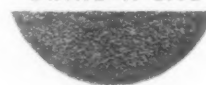
REGULAR



OPEN COAT



GRIND-A-LITE



INDUSTRIAL—As compared with regular discs StouX Industrial Discs have 31% more fibre shear strength to keep the disc from flying apart under severe use; 39% more grain to provide more cutting points; and 49% more resin to securely bond the extra grain.

REGULAR—Regular discs are intended for work on light gauge metal where heat generated by heavier type might cause warpage or metal expansion. Resin bond tempered aluminum oxide grain is used on Regular and all StouX discs for maximum cutting action.

OPEN COAT—Open coated discs are intended for paint removal, and for cooler grinding on curved, or recessed surfaces. They are recommended for use anywhere an abrasive is needed that should not load or clog.

GRIND-A-LITE—The new Grind-A-Lite disc is intended for general sanding operations on light gauge metal. It is light, flexible and excellent for use on contoured surfaces. It cuts sharper, runs cooler, loads less, and lasts longer than most other discs.

Find Your Nearest **STOUX** Distributor in the Yellow Pages
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AIR IMPACT WRENCHES • AIR SCREWDRIVERS • ELECTRIC IMPACT WRENCHES • DRILLS • SCREWDRIVERS • GRINDERS
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measurement
of performance
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Measure the working miles in your axle shaft — that *mileage-dimension* is the modern measure for profitable fleet operation.

US[®] AXLE SHAFTS are tougher, stronger, wear longer. You're sure of extra working miles and extra annual profits. Finest alloy steels, precision manufactured by exclusive U.S. processes, guarantee full *mileage-dimension* . . . for longer earning power.

Specify U.S. . . . the *mileage-dimension* replacement axle shafts your Jobber has in stock for every car and truck.

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Serviceman's Guide:
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The **US[®]** AXLE COMPANY, INC.

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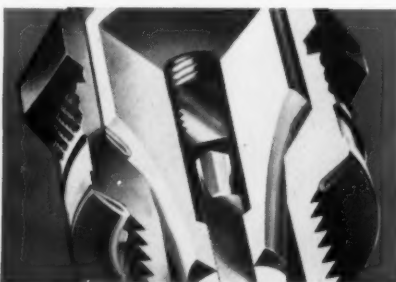
cold weather hot sales



AC Fire-Ring Spark Plugs deliver easier, surer starts the year round. Just one reason why they're on more new cars than any other brand. Here's why they perform best:



AC's Buttress Top—minimizes flash-over, assuring easier starting and smoother performance in damp weather. It also strengthens insulator.



AC's Superior Sealing—Positive gas-tight construction assures correct heat range for greater gas economy and longer spark plug life.



AC's "Isovolt" Electrodes—Made of special alloy metal for best sparking qualities; are more massive—operate cooler, last longer.

get the selling edge with

starts for your customers... **starts for you!**

AC'S WIDER
ACCESSORY LINE
MEANS GREATER
CONSUMER RECOGNITION
AND ACCEPTANCE
—ALSO
GREATER SALES
AND PROFITS
FOR YOU.



You can make more sales with AC because AC has the most extensive aftermarket line in the industry. AC dealers can give their customers the matchless quality of the finest spark plugs, oil and air filters, fuel pumps and strainers and caps for radiators or gas tanks. AC's famous line of products has the selling power you need to keep your business growing and prosperous.

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

And here are some other advantages you get when you stock and sell AC:

- Extensive advertising and merchandising campaigns —backed by qualified field personnel.
- Finest sales assistance based on market research, distributor councils, and continuous sales training programs.
- Better profit margins through faster turnover; plus, AC's continuous product improvement policy.
- Greater spark plug replacement potential—because ACs are original equipment on more new cars than any other brand.

the  **profit line!**
Reliable Products by AChlevers

Now—a new,
faster-moving

SAFETY CAP!

THE
EATON "SAFE-CHEK"
PRESSURE RADIATOR CAP



Greater safety appeal makes every car owner want it! Faster turnover and higher unit sale mean more profit. Here's the new way to really safe radiator checking. Just a quick turn of the release opens a valve permitting pressurized steam or boiling water to vent safely through the overflow. Valve stays open without attention while pressure escapes. Cap can then be safely removed. A turn back closes the valve and completely seals in the pressure again. No buttons to hold down. No levers to damage hood.

Cash in on this new fast-moving Eaton profit-maker. See your jobber or write direct.

THERMOSTATS • GAS TANK CAPS • LOCKING CAPS
BREATHING CAPS • PRESSURE CAPS

EATON MANUFACTURING COMPANY
STAMPING DIVISION • CLEVELAND 10, OHIO

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16-CAP
DISPLAY ASSORTMENT
SERVICES ALL
LATE MODEL CARS WITH
HIGH PRESSURE SYSTEMS

Order yours today!



Now—a
Kool
Kooshion
for every
level!

**EVERY SIZE, PRICE
 AND PATTERN!**



Now there's no reason in the world to stock and sell any ventilated seat cushion but Kool Kooshion — oldest and most respected name in the business. Complete Kool Kooshion lines give you the whole gamut to run. Frosty Tweeds® and Stripes featuring slant coil wire inner structure. St. Moritz, Bavarian and Economy — and Tweed and Stripe Klear-A-Kross® — with the new "flat-top" inner structure. Plus every size your customers could want: Regular, King Size and Klear-A-Kross®.

PLUS a price range that really does provide a Kool Kooshion for every pocket. Whatever YOU'RE looking for in ventilated seat cushions, ask about Kool Kooshion first.

Phone your jobber, or write today for catalog and price sheets to:

Kool Kooshion Mfg. Co.

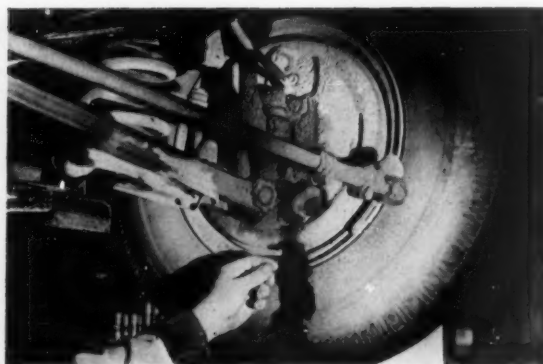
DYERSBURG, TENNESSEE

Booths 2066, 2067, and 2068—Statler Hilton





Pedal locking or binding may mean bent or distorted linkage or loose master cylinder mounting.



Inspect backing plate and drum. Stains or dampness means fluid or grease leaks.

How you can build by making every brake

The sure way to win the complete confidence of your brake customers—and thereby make *repeat* customers of them—is to make sure that every brake job you turn out is a *complete* job.

No brake shop is going to build a business—or a good reputation—by only doing half a job. Furthermore, by doing a *complete* job, you not only please the customer—eliminating costly comebacks—but you generally increase your sales, and make more money. The more work you do, the more parts you sell, the more brake fluid and grease you dispense, the more profit you will make.

This is all very fine, you say, but how do you sell the customer on the need for a complete brake job, because obviously it takes more time and costs the customer more?

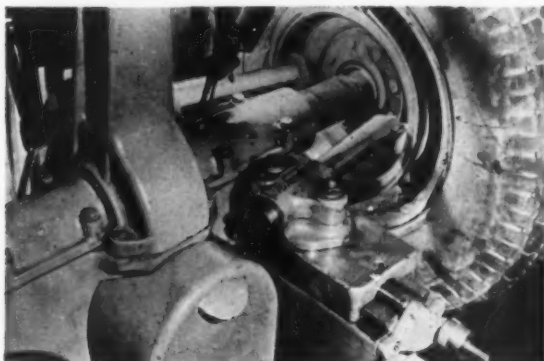
Probably the best method is to make certain that the customer *understands* the reasoning behind your telling him that he needs this complete service. Once you have told him, "A brake system is only as safe as its weakest part," what do you do? You remove a wheel, preferably all four wheels, and you point out to the customer the reasons

behind your thinking. Explain that the hydraulic system controls the brake. Tell him that unless this hydraulic system is in tip-top shape the importance of the new brake lining is proportionately lessened. Explain how the wheel cylinder works, how the master cylinder operates, the importance of serviceable hoses, the necessity for fresh brake fluid.

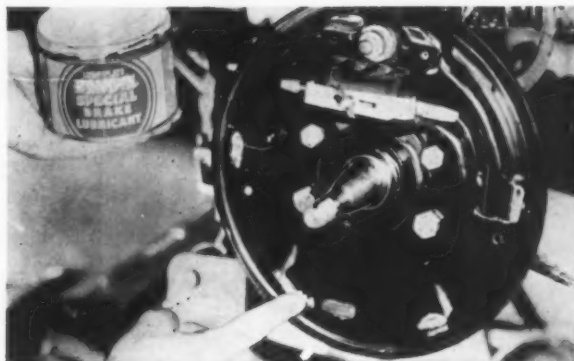
After you have explained the importance of the hydraulic system, point out the importance of the brake drum. Explain that the drums absorb the work. If the drums are scored, out of round or thin, they cannot do a satisfactory job.

What do you look for when you pull a wheel? First, you check the thickness of the brake lining. If the old lining is worn almost to the rivet heads, or to the shoe platform on bonded lining, or if the lining is charred, or soaked with grease or fluid, point out these facts and explain why the lining needs replacing. Also stress the importance of replacing the linings on all four brakes—not just one or two.

Check the wheel cylinder for leakage and the rubber boots for proper elasticity. Ex-



Drums should be ground or honed smooth so lining will not wear out rapidly.



The backing plate should be cleaned and the shoe guides lubricated with high temperature grease.

profitable repeat sales job a *COMPLETE* job

plain that grease on the lining causes brake fade, grab, and noise. Boots with poor elasticity allow dirt to enter the wheel cylinders.

Examine the brake drum. Explain that drums which have been scored or heat-checked should be turned for best braking action and proper lining life. Never recommend the use of a drum that is more than .060 inches over standard diameter.

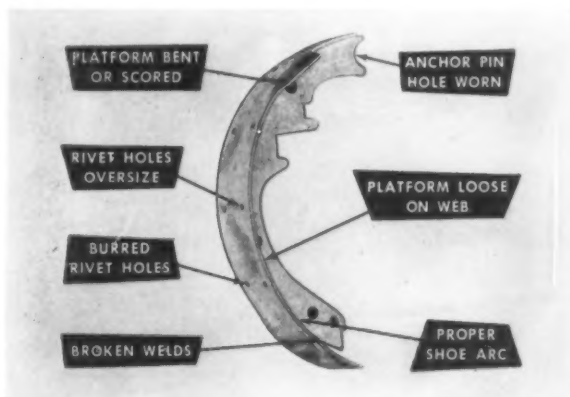
Pointing out these needed services *as you remove the wheels* is the best way to convince the customer that he needs a complete brake job NOW.

And performing a *complete* job for him is the best way to build profitable repeat sales. (To clinch the deal and make sure you never lose a customer, be sure to use only high-quality American Brakeblok on all re-lining jobs.)



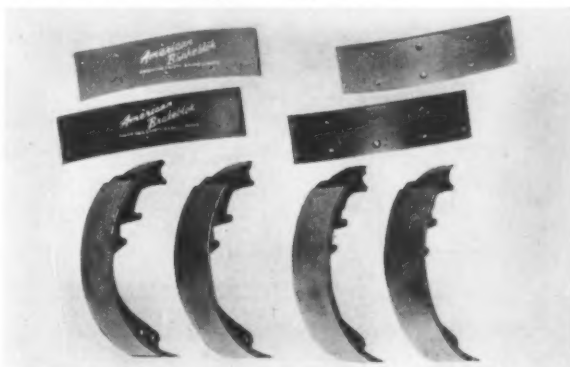
**American
Brakeblok®**

P. O. BOX 21 • BIRMINGHAM, MICH.



Brake shoes should be replaced if any of the faults listed above are found.

American Brakeblok jobbers can furnish you with highest quality riveted or bonded linings for every requirement.



OUR MONTHLY PROFIT POINTERS

timely, interesting, always useful—another extra service from Associates

This is the first page of the latest issue of "Profit Pointers," a four-page letter that we mail free to dealers all over the country. It's mostly advice and comment (plus a few predictions) on the aspects of our business that we all think about a lot but never discuss much. Everybody tells us they like it, and we'd be glad to send you a copy.

One more offer: we'd also like to show you the Associates' brand of financial service—fast, complete, and experienced—that has been so well received in the past. "Profit Pointers" and full details can be had from our local representative. Call him today.

ASSOCIATES

INVESTMENT COMPANY
SOUTH BEND, INDIANA

ASSOCIATES DISCOUNT CORPORATION • ASSOCIATES DISCOUNT (CANADA) LTD. • EMMCO INSURANCE COMPANY



ASSOCIATES PROFIT POINTERS FOR AUTOMOBILE DEALERS

January, 1961
No. 137

THE AUTOMOBILE BUSINESS IS THE USED CAR BUSINESS!

CHANCES ARE when your 1960 profit story is finalized in the next few days — when you make a projection for the 1961 outlook — you'll find that USED CARS were and will be the key to both! This has always been so but —

Never in automotive history has the used car been so important to dealer profits! And one reason, of course, is that for the first time all dealers (with few exceptions) are selling new cars in the SAME price class! All dealers are in competition for more of the same trade-ins of the same customers than ever before!

Competition for trade-ins will continue to grow. There's no escaping it! Only those who prove to be able used car merchants can expect to prosper.

A CHECK LIST. There's no better time than now to make an item by item check of every element of your used car operation. When you do —

Be particularly watchful for those dozens of "little things" that by themselves seldom seem of earth-shaking consequence but, collectively, may be the source of major problems — can mean the difference between success, mediocrity, profit, loss.

Questions on the following pages will be helpful reminders for such an analysis. Most of them apply to every dealer operation — large, small, old, new:

1. OUR USED CAR POLICY

- Do we have a policy that spells out how we do business? Is it simple, clear?
- Does it include a guarantee, driving trial, policy or price, service, etc.?
- Does our policy provide adequate retail financing, insurance?
- Is our selling policy reduced to writing? Do we publicize it regularly?
- Does our policy protect us, the customer — or both?
- Do our salesmen fully understand and use our policy in selling?
- Is it competitive? Does anyone else in town have a better policy?
- Do local buyers consider our company easy to do business with?
- Can and do we live up to promises made in our selling promotions?
- Do we trade for units we can sell fast? Project or forecast our monthly sales?
- Do we know our daily operating expense and keep it under control all the time?
- Has every bit of waste, unnecessary expense been eliminated from our operation?

2. BUYING OR APPRAISING USED CARS — TRUCKS

- Do we know, keep up to date continuously on the market value of used cars?
- Is our information about our reconditioning costs adequate, accurate, current?
- Do we make a complete inspection of every car-truck offered us in trade?
- Does someone actually ride and road test every trade-in before we buy it? Who?

ASSOCIATES INVESTMENT CO. - ASSOCIATES
DISCOUNT CORP. - ASSOCIATES DISCOUNT
(CANADA) LTD. - EMMCO INSURANCE CO.

Visit our Hospitality Center in the St. Francis Hotel during the National Automobile Dealers Association Convention.

Sell September Prices at JUNE PROFITS

FROSTEMP



all Season Long!

and you can increase your
volume . . . because you **DOUBLE**
YOUR MARKET with —

2 LINES

The all-new Frostemp 400 is the most compact, best styled, finest engineered underdash unit ever built! It will sell at top price in any market. The Frostemp is priced to promote . . . to meet *all* competition, yet it's the very same unit that rated top price all across the country last season!

FROSTEMP 400 (top) FROSTEMP (bottom)

OVERNIGHT DELIVERY

Frostemp's warehouses, strategically located throughout the country, solve your stocking problems and afford you *fast* delivery to serve your customers better!

Minimum Investment

With warehouses strategically located to solve your stocking problems, Frostemp offers you a lucrative business opportunity with *minimum risk capital*.

Easier to Sell

Frostemp offers you the most eye-appeal, the best performance, a favorable market price position and a dynamic array of sales aids to make it *easier* for you to sell!

INCREASE PROFITS

Frostemp's TWO price lines, each designed for quick-easy installation in a wide range of foreign, domestic and compact cars, opens the door to increased volume . . . and increased profits!

*Here's
Your Opportunity*

To sell Frostemp
for September prices
and June profits! Return
the coupon Today!

C O N T A C T :

LINDUSTRIES, Inc. 1041 Foch Street
Fort Worth, Texas Phone EDison 2-7933

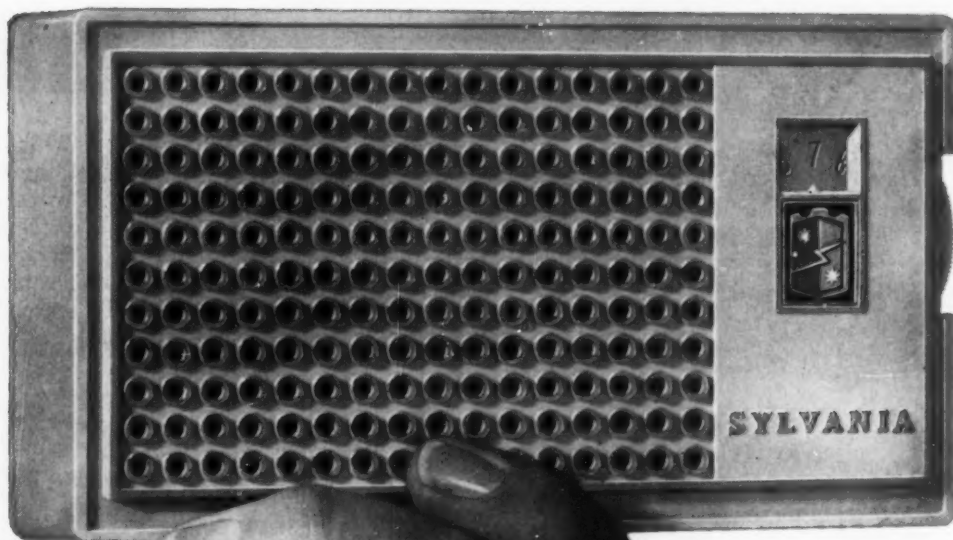
Name

Address

Firm

PUROLATOR'S

Features this SYLVANIA



Jewel-like in appearance

...yet packed with power—this \$34.95 Sylvania model 4 P19 American-made radio costs you nothing when you buy the 1961 Purolator Bonanza deal.

1961 BONANZA

\$34⁹⁵*

WOW!

Transistor Radio

**Here's all you do to get this
\$34⁹⁵ transistor radio at no extra cost!**

- ✓ Get the Purolator Bonanza assortment of 27 fast-moving filters for \$49.95.*
- ✓ Included right in the same package is your \$34.95* Sylvania radio (and an Eveready transistor battery for immediate play).

Order from your Purolator supplier today... *while supply lasts!*

*Suggested Prices

"Sylvania" and "Purolator" Reg. U. S. Pat. Off.



The Standard Equipment Line

PUROLATOR

OIL, AIR & FUEL FILTERS

PUROLATOR PRODUCTS INC., Rahway, N. J.; Toronto, Ontario, Canada

DELCO BLASTS INTO '61 WITH A BOMBSHELL OF SALES SUPPORT FOR YOU!

"STAGECOACH WEST" ON TV!

A full-hour ABC network television series . . . hard-hitting Delco Battery commercials talk to thousands of prospects in your immediate sales area!



"THE ISLANDERS" ON TV!

Another full-hour ABC network television series . . . stars Daria Massey, the best looking battery salesman you've ever seen!



PLUS MAGAZINES! Dramatic magazine ads sell Delco to nearly 140 million readers, many of whom are *your* customers and prospects!



AND OUTDOOR! Delco boards star "Freshie" in 62 metropolitan markets coast-to-coast, make Delco's national advertising work hard for you at local level!

AND RADIO! Another local tie-in! Delco radio spots, scheduled for rush hour traffic, reach drivers over nearly 85% of the country!



In addition to this powerful advertising support, with Delco Dry Charge you get: A complete line of batteries for car, truck, farm, marine. A huge pre-sold market . . . nearly half the cars on the road are factory-equipped with Delco. A quality product by General Motors. Merchandising and sales help to make Delco advertising pay off in sales for you. Better stock up now . . . call your Delco Battery supplier!

ANOTHER RELIABLE GENERAL MOTORS PRODUCT . . . distributed nationally through



SOUTHERN AUTOMOTIVE JOURNAL

JANUARY 1961

Leaks Drip \$ Dough \$ \$ \$

LEAKS are big business today. Never in the 30 years of my automotive repair experience have leaks been as prevalent as they are today in the passenger car, never as frequent a source of larger sales when the over-all picture is considered. About 75% of our leak volume comes out of visual inspections we make, 25% from customer complaints.

Today's higher-speed car with greater power generates more heat, causing greater wear. Today's lighter car of less rigid construction has greater wheel vibration and flexes

more on turns. Greater wear on the car throughout shows up in leaks and earlier defects. Common leaks are to be found in the radiator, transmission, engine, rear wheel, differential, power steering and hydraulic brake cylinder as well as in the body of the car.

Leaks cannot be neglected. Leaks cannot be postponed like the purchase of a set of new tires. Leaks

have to be thoroughly investigated and traced to their source and promptly corrected through mechanical skill. If postponed, they can give serious road trouble and cause high repair bills.

Visual inspections of cars on the grease rack, in the shop and listening to customer complaints bring to light leaks. Leaks always lead to larger sales as their source is pinpointed, and produce sales from \$70 to \$150 on transmission repairs, \$30 to \$300 on a rear main bearing of engine, \$5 to \$50 on a brake leak, \$14 to \$55 on a water pump and \$7



It turned out the radiator had been leaking.

By WALTER M. BAKER
Owner, Baker Motor Service
Rockville, Md.

This head gasket had been leaking.



Leaking has been going on here, too.





The front seal was found leaking on this automatic transmission.

to \$30 on a rear wheel leak.

A radiator leak may bring \$15.

These sales are all very profitable, as every shop operator can find out.

In visual inspections leaks are looked for from stem to stern as well as coming from the undercarriage. Let us look at a few instances:

In a recent lubrication job on a '59 Mercury with 12,000 miles on it the rear transmission seal was found leaking. Replacing one rear transmission seal brought a \$6 sale.

In a '54 station wagon brought into the shop for a noise that was caused by a defective rear universal joint, our mechanic discovered a dripping transmission. A rear transmission seal had to be replaced. Instead of a \$12 sale this became \$15.40.

Brake trouble often originates with leaks. A low pedal, a car pulling to the right or left may be reported by a customer. There may be a leak evident on the tire. Once the wheel is pulled, the wheel cylinder may be found leaking. In a recent case of this kind, the job called for an overhaul of wheel cylinder and a brake reline job, bringing a sale of approximately \$50. Cylinder was honed in the overhaul and a new kit installed. The fluid leak was stopped and the ruined brake lining replaced.

When a leak is traced to its source, we call the customer (if he has not waited to hear the outcome) and give him the over-all picture. We then recommend the complete

job that should be done from the viewpoint of safety, future car performance and more economical car maintenance.

Leaks spring from a number of sources. There may be improperly adjusted bearings causing oscillation and wear of bearings. The drive-shaft may be out of balance, causing pinion seal leaks and rear transmission seal leaks.

Leaks from the rocker arm cover

gaskets which are out of place or shrunk may appear under the car. Sometimes clogged oil return holes on cylinder heads cause leaks which customers find evidence of in grease spots on their driveways. In a case where oil leak led to an engine repair, main bearings and rear main bearing seal were replaced and breather cleaned—a sale amounting to \$85.

In one case there appeared to be an oil filter leak. Tracing the cause led to the regulator valve which was stuck and caused high oil pressure. The crankshaft was ruined and had to be replaced—a sale of \$315. In this unusual instance high pressure had blown the gasket out of the oil filter and slow leaking drained all the oil out of the engine, damaging the crankshaft.

Leaks in automatic transmissions are common occurrences. Usually the cause can be found at the front oil seal. One front pump in the transmission wears and puts pressure on the seal. A converter hub may be running out of true, setting up an oscillating condition. Correcting the condition by dial indicator set up on the hub, we straighten the flywheel.

We check converter hub for wear. Seals may wear a ring around the converter. Sometimes overfilling the automatic transmission brings the oil level up to where the drums start to turn in oil. Foaming starts, a mixture of oil and air form an oil vapor, and this causes a leak out of the oil

(Continued on page 88)

Defective weatherstripping around the door caused a leak on the car floor.





Stations' Repair Sales to Climb?

Many franchised dealers and some garage operators see this possibility during 1961

By **BILL HERBERT**
Editor

SERVICE stations are going to carve a bigger slice of the service and repair (except major) pie this year, a healthy-size minority of franchised car dealers and some garagemen indicated as their belief to SAJ last month.

A big majority of the dealers and garage owners look, however, for stations to wade no deeper into this picture, with no amplifying remarks, while in scattered instances they explained their reasoning in answering a questionnaire mailed to 800 dealers, garagemen and stations over the 19 Southern and Southwestern states.

To show you the conflicting views, first, of the dealers: **W. E. Bunting, W. E. Bunting, Inc. (Lark), Selbyville, Del.:**

"Service stations are going to capture a bigger slice of the service market because they are better organized and stick together better than garages or dealers."

J. Russell Keller, Keller Motor Co. (Ford), Nicholasville, Ky.:

"No. We feel with Ford's one-year or 12,000-mile warranty on new cars, more owners will return to us for service."

(And this was amen-ed by a Mercury-Comet-Jeep dealer in West Virginia who said his view revolved around the new 30,000-mile lubrication, 12-month or 12,000-mile warranty "which will hurt service stations' business severely.")

D. A. Gates, Jr., president, Newman Chevrolet Sales Corp. (Chevrolet-Oldsmobile), Farmville, Va.:

"Yes, I expect service stations to capture a bigger slice of the service market because in my area they advertise for the business."

P. V. Price, Price Motor Co. (Chevrolet), Williamson, W. Va.:

"Yes. There are more of them and they are getting more competitive."

W. G. Stoneman, B & L Chevrolet Co. (Chevrolet), Hillsville, Va.:

"No. Cars are too complex for the average service station mechanic."

Durbin J. Gibbons, Autohome Buick-Rambler Co. (Buick-Rambler-GMC), Thibodaux, La.:

"Yes. More service stations are equipping themselves with essential tools to take the more profitable service business—replacement mufflers, tailpipes, plugs, points, wheel balancing, alignment, etc. Also, there are more independent paint and body shops."

O. H. Sullivan, Sullivan Sales Co. (Rambler), Pecos,

Texas:

"No. Dealers must assume more interest in their owners."

C. H. Troell, Chas. T. Troell Chevrolet Co. (Chevrolet-Oldsmobile), Pleasanton, Texas:

"Yes. Competition will cause them to work harder."

Henry W. Kuhlman, partner, Kuhlman Motor Co. (Dodge), Linn, Kan.:

"Yes. As a whole I feel service stations do a better job of soliciting. Programs such as Certified Car Care should be worked diligently to maintain and increase dealers' parts and service profits. A well-managed, reliable shop will show profits."

And what did garagemen say about it all? For example:

H. H. Still, Still's Automotive Service, Overton, Texas:

"No. Most service stations can't do good service station services, much less do other service."

Herman C. Basham, Motor Inn Garage, Wichita Falls, Texas:

"Yes. They are doing more of it every day—cutting prices."

(In most instances by car, the garage owners and dealers merely checked off the right column to indicate they felt the stations will not expand their service percentage.)

H. Grady Spann of Eveready Motor Co. (Chevrolet), Waverly, Tenn., who has long been active in his state dealer association, felt that stations will not expand their influence in "the type service most franchised dealers give. Service stations as a whole make expert service better because they are not prepared to do a good job on newer-model cars, making it necessary for the owner to go back to the franchised dealer for service."

As anyone would anticipate, the well-known shortage of skilled mechanics entered the picture. Said **Charles Ludwick of Ludwick's Garage (Chevrolet), Keyser, W. Va.:**

"The reason we do not think service stations will take a larger chunk of the business is their desperate lack of skilled help—or at least that seems to be their position in our vicinity."

Some garagemen attacked oil companies for permitting stations to expand their service activities and complained that this forced independent garagemen to compete with well-financed "big business" operations.

Service station operators cited their purchase of equipment and added space as being among the reasons they could expect to reap bigger service and repair volume.

Said **Walter E. Mercer of Mercer's Super Service,**
(Continued on page 78)

During the first two months of the new model year, the enthusiastic public acceptance of our new products substantiates our confidence in the strength of the current market.

This fall, too, for the first time in three years, our industry is not faced with production curtailments due to prolonged labor negotiations. This means that we are able to take maximum advantage of our new car introductions and of the tremendous public interest in these new products always created through advertising, publicity and promotion. This has helped produce a stronger fourth quarter and will let us enter the new year with much better sales momentum than in 1959 or 1960.

There are some who say our field inventories are too high. Such statements fail to take into consideration the significant changes which have occurred in our products and merchandising patterns during the past few years.

The greatly increased variety of choice in size, models, options and equipment items demanded by the American people has made the old rule of a 30-day supply completely inadequate, and loss of dealer sales is usually the result. In fact, our experience has shown that satisfactory inventories provide strong incentive for the dealers to sell aggressively.

At left is an excerpt from remarks by Edward N. Cole, vice president of General Motors Corp. and general manager of Chevrolet Motor Division, in a recent panel discussion on "The Outlook for Business" for the first six months of 1961 sponsored by The First National Bank of Chicago.

Lacking Profit, Dealers Disagree with Mr. Chevy

By BILL HERBERT
Editor

FRANCHISED dealers over the South and Southwest are in no hurry to agree, as a body, with the above observations by the top Chevrolet executive who has spent his life in the manufacturing, but not retailing, end of this automotive business.

Truth is, there are some veteran Chevrolet dealers who shake their heads disagreeingly because, they said in answers to a questionnaire mailed to 400 dealers last month, net profit is too thin (or non-existent) and there's increasing difficulty in rounding up the money for the expanded inventories of new cars, now that there's a bigger variety in each line.

And they are joined by Ford and other franchise holders in their views. (Maybe, as NADA has predicted, the franchised dealer is feeling the squeeze of bigger dealers getting bigger and the smaller dealer shrinking, if not altogether evaporating away.)

Here's what a sampling of Chevrolet dealers said in answering "What do you visualize as the toughest sit-

uation facing you this new year?" (They were not shown the above statement by the factory executive.):

W. G. Stoneman, B & L Chevrolet Co., Hillsville, Va.—"There are too many new cars, too many compacts. Profits are too thin because of over-

production, thereby causing wild trading."

P. V. Price, Price Motor Co., Williamson, W. Va. — "There are too many dealers of our own brand in the county. Our economy in this area depends upon coal mining. The mechanization of coal mining methods, along with the downturn of the general economy, has reduced the number of people employed in the coal industry by about 75% in this area in the last ten years."

Also, the number of dealers for the Chevrolet and Ford franchises in this area was based on a much higher economy than we have now or will ever have again. Therefore, we are in a squeeze to be able to get enough volume to make a profit commensurate with our investment, our own make of car being our toughest competition.

"Another factor worth mentioning and which also bears out the above facts to a certain extent is the fact that the population of our town and county has diminished by some 25% in the last ten years."

Herbert G. Roberts, Roberts Chevrolet Co., Dyersburg, Tenn. (also a banker and a former president of the First National Bank of Chicago.)

THE OUTLOOK FOR '61

Profit and Shop Volume Same or Higher

Franchised dealers wandered all over the map in predictions on shop volume and net profit for the new year. Garage owners were often unexcited about the outlook and service stations generally were a bit brighter. Lumped together, 40% expected the same profit as in '60, 32% expected a downturn and 28% looked for higher figures. On shop volume 60% anticipated a rise, 35% the same and 5% foresaw a drop, generally slight.

How We Dealers Got into This Pickle

By **ROBERT S. ARMACOST**
Armocost Pontiac, Inc., Kansas City, Mo.



THE small car has surged upon the American automobile scene with such an impact that it has affected nearly every facet of the industry.

But I think it is a good thing. It is good for the industry and it is good for the dealers, and judging from the reaction of the customers, it is good for the public.

One of the most important contributions by the compacts is in the matter of profit margins. When it became evident that a smaller margin of profit was to be expected from the small cars, there were many cries of protest. A similar reaction followed the recent announcement by General Motors that it would cut the discount rate to 21% from the traditional 24 or 25%.

Because most dealers have been forced by competition to change their ideas, they have been working on a markup over invoice rather than obtaining their full profit margin. Salesmen have also been compensated on a percentage of gross profits instead of the straight commission formerly used.

Dealers have been responsible for the reduction in discount. The manufacturers apparently feel that the dealers are weak and do not obtain the historical discount and for that reason the reduction does not affect them.

While it is my opinion that this is unhealthy for the dealers, I do not believe manufacturers will increase the discount until dealers demonstrate that they can sell mer-

chandise rather than trade it away.

At any rate, the dealers have only themselves to blame for any profit margin fuss. There wouldn't be so much trouble now if they hadn't gone overboard for this volume business. This has upset the market until now there is too much competition and the profit has been taken out of the business.

Under the traditional 24 or 25% discount our goal was 5% net before taxes. Largely because of the "wheel-and-deal" policy, however, we are lucky now if we get six-tenths of 1% before taxes. Much of this is due to volume dealers. About 10% of the franchised dealers formerly could be classed as volume dealers, but under pressure from the factory and the intense competition among dealers, this percentage was reversed until about 90% are attempting to emulate the volume dealers.

But they are learning that this isn't the answer. In the beginning volume dealers do very well, but after awhile they invariably run into trouble. Some of them sell out, take their money and retire. Others go into some other business. Still others find themselves in court or some financial difficulty.

Now come the compacts to further complicate the situation. There is no denying the fact that the factories have been hurt by the compacts. The small cars cost about as much per unit to build and to market as the regular-size autos. But the company doesn't like to lose the profit and to protect their margin they apparently feel they must lower the discount to dealers.

There is no doubt the compact is here to stay and, now that Pontiac has come out with the Tempest, we are pleased to be in this market, too. The economy and ease of handling have made the small car favorites with much of the public.

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This is the business home of the author, a 40-year veteran of the automobile-selling business. He began as a salesman in Indianapolis in 1920 and later became a Studebaker dealer there. In 1930 he moved to Kansas City and continued in the Studebaker line until 1937, when he changed to Pontiac. He has long been active in automobile dealer organizations. He was president of the National Automobile Dealers Association in 1953. In 1934 and 1935 he was president of the Motor Car Dealers Association of Greater Kansas City and in 1949 was president of the Missouri Automobile Dealers Association.



In the $\frac{???}{???}$ Ole Days

By **MARTIN G. SILLIMAN**
President, Orlando Consolidated Co.
Orlando, Fla.

IT HAS indeed been a long haul from the converted livery stable or bicycle shop to our present-day car dealer establishment with its many modern appurtenances for selling and servicing automobiles now equipped with every appointment, both utilitarian and luxurious.

It is, as well, a far cry from the small accessory store in which few, if any, replacement parts could be found to the present-day automotive jobber's establishment, with its complete stock of parts, accessories, tools (both hand and electric), shop supplies, heavy equipment and, in some cases, household appliances.

I know a man who has been around all during this transition. You may find it hard to believe that anyone could survive that long in the automotive wholesale business and still be at large without a keeper.

Nevertheless, this is true, and I can attest to the veracity of the statement. I can also corroborate the fact that somehow he has been successful in dodging the white-coated men who have so many times tried to crowd him into the panel job with the heavy screened sides and lock on the rear door, thus saving him the journey to the place where the little rooms are padded with material which the occupant is not permitted to select.

All this I know because I am that man! I am still on deck featuring a bad list to starboard that might have been caused by plowing a steep hillside farm, but actually was acquired by years of toting a large, economy-sized catalog that really should have been fitted with a long handle and casters.

Corrective compensatory efforts to shift my balance to a more even keel have only served to cause a dispirited sagging of the lower colon, and a very noticeable inflation of the abdominal cavity.

The automotive jobber's catalog in waxing and growing fat through the years has also seen many vicissitudes.



Our present-day nut-and-bolt peddler would be amazed at the items he would find in the catalog of the '20's. He would perhaps wonder at the dearth of replacement parts and profusion of accessories. He might also be surprised to learn that many jobbers published their own catalog for distribution to the trade.

In fact, many manufacturers required this as a qualification for inclusion on their jobber's list and reception of wholesale prices. This was in addition to a requirement that they employ a minimum of three outside salesmen. Getting on the team was a lot more difficult than it is nowadays. You didn't get your jock strap, cleats, glove and uniform simply by asking for them.

The early catalogs also contained illustrations of the merchandise, obtained from cuts or electros furnished by the manufacturers whose lines the jobber stocked and sold. In

addition to the picture there was a brief explanatory note describing the item, and sometimes prices were shown, as the automotive industry had not yet started trying to emulate the stock market by changing prices every day.

Among the many accessory items we used to sell, I recall that tilting and locking steering wheels was one of our fast-moving numbers. I remember a salesman we had in South Florida, who, through assiduous application to his duties in the dining room, had acquired a frontal tonnage that failed to give him sufficient clearance to get in and out of his Model T Ford.

For him a tilt wheel was a must, as was the Apco steering column brace that kept him from pulling the whole steering column assembly down into his lap, or perhaps I should say onto his knees, since his overhang eliminated anything resembling a usable lap. A blonde on

Read here the rolling-back-the-years account of this industry by a man who somehow, he says, "has been successful in dodging the white-coated men who have so many times tried to crowd him into the panel job with the heavy screened sides and lock on the rear door."

such a perch would have roller-coasted to certain injury.

We also sold a lot of locking radiator caps and Motometers, the caps in the de luxe version, having the customer's initial on them.

Perhaps I should, for the benefit of our modern jobber's salesmen, or the reader who was not in this automotive endurance race during the early laps, tell what a Motometer was. Actually it was just a glorified thermometer perched on top of the radiator cap. The mercury in this instrument was supposed to warn the driver of high engine temperature by climbing to the top of its tube.

By the time this happened, and was noticed by the 40-mile-an-hour speed demon behind the wheel, those good old poured babbitt rods had usually become liquid and had come up through the crankcase for air.

Speaking of Motometers, I recall an amusing incident that happened some years ago. I was then traveling for a Tampa jobber and on one of my early trips over my territory, I called on a certain Franklin dealer.

This was when they were selling the wooden-framed, snub-nosed, air-cooled, waffle-iron model. This dealer who had never seen me before decided, no doubt rightly so, that my transition from R.F.D. to the city had been recent, and that a little fun with a yokel who looked so much the part would be good, clean fun.

He asked me if we had any Motometers for Franklin cars, knowing, of course, that the motor being air-cooled, the car had no radiator or cap on which to mount a conventional Motometer.

What he did *not* know was that the manufacturer made a dash-mounted heat indicator that could be used on these cars. He therefore thought it was very funny when, in the presence of a number of his cronies in his office, he gave me an order for 20 Franklin Motometers. You can imagine, I am sure, his surprise when in about two weeks he received a package from Long Island City, N.Y., containing 20 dash-mounted heat indicators and fittings.

Since this nice little surprise

package represented a small investment at his cost of about \$175, he lost no time trying to locate the country boy to whom he had given a signed order.

When he finally reached me on the phone, I very soothingly mentioned this order, also the fact that it was a special drop shipment and that my house expected him to keep the merchandise—and pay for it.

Well, we let him sweat a few weeks and then passed along factory permission to return ten of them for credit. The fate of the other ten is unknown for a certainty, but I suspect that there was a heat indicator included in the price of ten new Franklin cars sold by him that year.

Bumper Sales Are a Bit Off

Bumpers were big business in those days. The 2", double-rail variety carried a list price of \$25 per each, with a dealer discount of 40% off list. The more affluent car dealers sometimes pooled their purchases to make up a carload factory shipment on which they got an extra 5% discount.

Can you imagine anybody in this business today who would buy a carload of *anything* in our line at this munificent discount? This was indeed a nice volume line for the jobber, but he had to have a large building to house all the brackets and fittings necessary to hang these chrome-plated fence rails on the bare fronts and rears of the current gasoline gulpers.

I feel sure that some of you readers who look so beaten up that there is no use denying your age, can, like myself, remember when our jobber population was smaller, and if you will forgive my saying so, much more selective. You can, no doubt, also recall the fact that cars came through as naked as a strip-teaser in a joint owned by a police lieutenant.

The car dealer who could hang the most extras on a new car was the guy who made the most profit. In addition to tilt wheels, bumpers and lock caps, there were aluminum step plates, sun visors, spot lights, horns, windshield wipers, pedal pads and many other things designed to lighten the car owner's pocketbook and at the same time

add to his ability to ride the ruts comfortably. And speaking of riding comfort, I almost forgot to mention snubbers. Their recoil spring and woven strap saved many an egghead from becoming scrambled with brains.

Spare tires were hung on a rack at the rear, and fabric covers for them were a big volume line. They were available with the dealer's advertisement stenciled on them, and were an effective traveling billboard. They carried the firm name, address and phone number, and for a slight additional charge the car emblem in color could also be obtained.

Let me say right now that the most beautiful aspect of this whole picture was that all of these things that the boys were hanging on the current Cast Iron Claras came from some jobber—and at a nice profit. Of course they did not come quite as fast as they do in this day of the phone call, and whyinell aint it here ten minutes later.

In the early '20's there were about five wholesale houses in Tampa, one of them an oil distributor with an automotive department, two exclusive automotive houses and two hardware wholesalers with automotive departments.

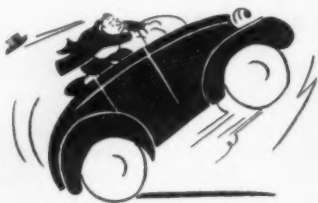
In Jacksonville there were two or three automotive wholesalers and a wholesale grocery house with an automotive department. This last-mentioned outfit evolved in time into one of the largest houses in the Southeast.

Several Atlanta jobbers had men covering Alabama, Georgia and Florida, and they shipped merchandise to all three states from their Atlanta stores.

This was the day of full package buying. If there were 12 to the case, the dealer bought 12—and not a broken package or a twelfth of a dozen.

Distance from his source of supply precluded hand-to-mouth buying. You all are familiar with the present-day hurry-up deliveries you are called on to make, and also the fact that they cost you from 40 to 60 cents each.

To come back again to the kind of merchandise we used to stock, we had, in addition to our many accessory items, a supply of shop



The Author: An Automotive Veteran

The author has been an occasional contributor to these columns over many years, due to his long experience in this industry and his way of portraying with a writing grin the problems besetting his kind. He started in 1914 with Maxwell Motor Co. and later joined Studebaker. From 1918 until 1922 he managed the parts department of an Alabama dealership handling Maxwell and Chalmers cars and Vim motor trucks. He traveled Central Florida out of both Jacksonville and Tampa as a jobber salesman from 1922 to 1928 and managed a jobber branch store from 1928 to 1945. He has been president of Orlando Consolidated Co., automotive parts wholesaler, since 1945.

sundries and automotive chemicals.

Speaking of chemicals, it might surprise you to learn that the present epidemic of premiums is nothing new. We had 'em 25 years ago.

I recall a fast-talking Yankee specialty man from Brooklyn who blew into town to do missionary work with me on a line of highly touted polish, the name of which I cannot recall, since every few months we had a new one to sell. However, I do remember his genuine leather sample case lined with purple velvet and the set of purple glass dishes, each piece ensconced in its own compartment. Believe me, the dealer's eyes "bugged out" when this sample case was snapped open and the contents displayed. Then came the demonstration of the product, on a black car whenever possible, and always with material from the specialty man's own bottle.

The question "How many do I have to buy to get 'em?" was generally one of the prospect's first remarks, frequently before the demonstration was finished and, no kidding, we sure did write those six dozen orders, and at \$10.80 per, too. Somehow, later on, the product did not seem to give the same results that it did during the demonstration, but our "once over" northern compatriot had long since departed for other green pastures, so it was up to me to do a new job of selling, to make the product stick as tightly to the dealer's shelf as the dishes did to his wife's.

Perhaps I have inadvertently conveyed the impression that we were not in a parts business at all in the gay '20's and not-so-gay '30's. Indeed we were, though by no means as much so as we are today.

We always carried spark plugs and light bulbs and had, in addition, some real red-hot Model T Ford

parts, such as timers and rollers, one-piece distributor shafts, vibrator coils and points, transmission bands, tailored tops and side curtains. We also had a few bearings, gaskets and fan belts, this last being dubbed by one of our female customers as "the strap that pulls the little windmill on the front-end and keeps the engine cool."

I recall that during the days when fan belts were made of flat woven material they came to us mounted on a short stick or slat. Almost any car dealer's parts man will admit that auto mechanics have, to express it mildly, a few idiosyncrasies, one of which is to come back to the stock room with a part that does not easily fall into place on the car, and demand another one with the statement that the first one doesn't fit.

A Hacksaw Virtuoso in Action

I remember how, when one of our own hacksaw virtuosos called for a belt when I was in a car dealer's parts department, and we broke the stick on which one of our woven belts was mounted and handed it over to him, that often he was back in a few minutes with the comment, "It's too short; gimme another one."

Figuring he had not touched the adjustment on the generator we would walk back to the bin out of his sight, loudly crack another slat, come back to the counter and hand him the very same belt he had the first time, which he would then put on the customer's car with no trouble, having decided to drop the generator to get it over the pulleys.

Back in the so-called good old days about which we are holding forth, the car dealers' parts men had not been too thoroughly brainwashed by the car manufacturer, and some of them actually believed

that parts purchased from a jobber were almost as good as those bought from the source where their cars came from.

Some of them, in addition to professing this heresy, had even discovered that many manufacturers of components shipped these in bulk to Detroit or some other point for use on the assembly line, or to be packaged for dealer replacement. Some actually subscribed to, and agreed with, the authentic definition of a Genuine Part, which says, "It is one on which the car manufacturer makes a profit."

Now, to go along further with our comparison of conditions past and present, let's think for a minute of a type of business that was nonexistent in its present form years ago. I have in mind our present-day volume from fleet accounts, a volume that is not only sizable but also profitable.

In the early days there were not many motor trucks in use, and the owners of them usually farmed out their repair work to a local garage, or sent the unit back for repairs to the dealer from whom it was purchased. This meant full profit on parts and labor for the car dealer or independent garage enjoying this business, but the volume was small.

I can recall when our only fleet account was the local bus company which afterwards became a part of Florida Greyhound. Today we have transportation companies, citrus and vegetable processors and shippers, dairies, bakeries, construction and cab companies, various building trade suppliers and many others, all of whom provide the jobber with the antidote for loss of volume caused by better-equipped cars, pressure on car dealers to make them buy from the car manufacturer and the rash of all sorts of

(Continued on page 98)

Look Where We've Come From!

By J. S. WILDER

Wilder Motor Co.
Nashville, Tenn.

WHEN I opened my first garage in 1917 the automobile was considered a luxury by many people and a curiosity by others.

The men who operated shops to keep the vehicles in repair were in many cases glorified blacksmiths. My original garage building was an old blacksmith shop for which I paid \$3 a month rent.

That was down in Lyerly, Ga. When I informed that community that I was taking on auto servicing and repair, there were only ten automobiles in all of my trade area. Since that amount of gas locomotion didn't provide enough work for me to eat, I did a lot of work on farm equipment. It didn't take much income to live then, as I was getting room and board for \$10 per month.

Back in those early days we had to do everything by main strength and awkwardness. Being a new innovation in our way of life the automobile was a mechanical problem none of us knew much about. There were no factory schools, practically no factory specifications, no training systems and no one familiar enough with this pile of gasoline horsepower to tell us anything. Consequently we garagemen had to drain our own native intelligence to work out each problem as it came.

All of the efficient shop equipment such as we now have, like hoists, testing machines, scopes, etc., were in the future. I started my original garage with \$18 worth of hand tools plus a few I already had. They included hammers, wrenches, screwdrivers, an anvil, vise and other small equipment.

Whenever we lifted a motor out of a car we used a long pole with men at each end to heave-ho it onto



The author operated this garage at Broomtown, Ala., in 1920. That's a model T in for some treatment, as you can plainly see. In contrast, this garageman of 44 years standing directs a streamlined, modernly-equipped garage in Tennessee's capital which does \$100,000 a year volume. Turn to the next page if you'd see more proof of this shop owner's belief in modern equipment.

a bench. Combining these inadequate tools with unskilled automotive experience, we had to develop ourselves into an efficient knowledge of the craft the hard way. I recall one occasion when I worked with an erratic Hudson car for two days before I discovered the faulty performance was due to the spark plugs.

After my original start in Lyerly, I operated garages in a few Alabama towns before coming to Nashville. During this period all of us garage operators, of course, acquired more knowledge and skill. There was a reasonable improvement in shop equipment and a growing cooperation between factory and service shops. But even at that, the facilities were still pretty crude by present-day standards.

After operating my Lyerly garage a few months the first world war was on. I had to sell my shop, put on my khaki, cross the big pond and

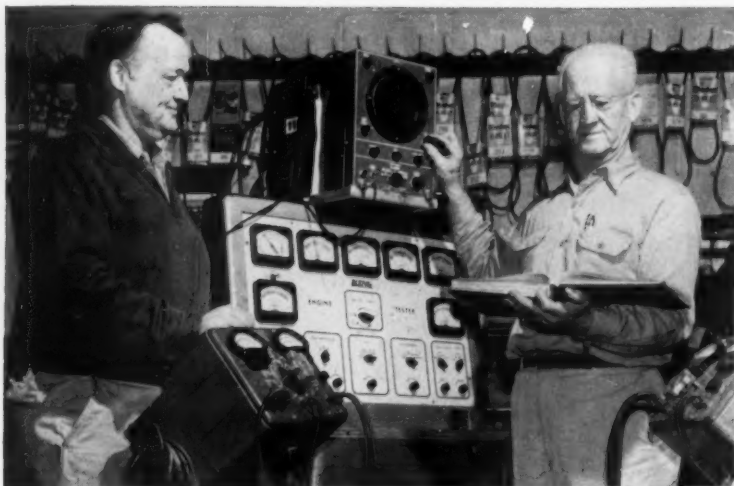
spend nearly two years helping save the world for democracy.

When I got out of service I, with another interested party, started a garage in Broomtown, Ala. We leased a lot and put up our own building. It wasn't much more than a crude shed affair but it served our purpose. In constructing it I got permission from Dad to get the raw material out of his woods lot. We cut the trees, hauled the logs to the sawmill, and with the sawed-out planks we knocked our building together. I don't recall paying out a single dollar except for cement and windows. We even paid off the sawmill with some of the sawed-out planks. For water we dug a large, round hole, plastered it and ran water off the roof into it.

Many of us will recall that during those early years a big percentage of the cars in use were model T Fords, though there were some four-cylinder Buicks, Dodges,

He Rolls Back the Automotive Calendar Two Generations:

"The earliest model T had to be hand-cranked to start the motor. On cold days one could wear himself out twisting the crank of a stubborn motor. One day, after cranking one of these babies until I was nearly exhausted, the motor suddenly started, the car lunged forward and I had to jump on a bench to get out of the way."



The author is shown checking some of the modern equipment used in his shop—a sharp contrast to the screwdriver-equipped operation which he maintained back before World War I in Alabama. At left is his associate, W. C. "Josh" Wilder, second vice president of the Independent Garage Owners of America and a past president of the IGO of Tennessee, one of the South's best-known garagemen.

Chevrolets and others. There were also brands now obsolete, such as the Maxwell, Reo, Moon, Star, Essex and others.

In my Broomtown location I got the Ford agency and sold cars along with service. The Ford company furnished us a burning-in stand that made it much easier for us to rebuild motors. I still had much to learn, however, and the first Ford engine I rebuilt for a customer ran 150 miles and fell to pieces. Fortunately the customer was quite generous in his make-good demand. I settled with him by selling him a new engine at \$20 off the regular price, and I still had a reasonable profit on the deal.

Those old model T's were much lighter than present-day brands. We rarely ever used a jack to raise one. We lifted each end up by hand and shoved a block under it to hold it up while changing tires or tightening bearings. We even pulled the tires off by hand.

The earliest model T cars had to be hand-cranked to start the motor. On cold days one could wear himself out twisting the crank of a stubborn motor. One day, after cranking one of these babies until I was nearly exhausted, the motor suddenly started, the car lunged forward and I had to jump up on a bench to get out of the way.

Having the model T agency in Broomtown, I had to stock up on \$6,000 worth of Ford parts to hold my franchise. They included a replacement part for anything on the car. I replaced and reordered so

many of these parts I could give the number and description of every single part without looking at it.

On starting the Broomtown operations right after the first world war new cars were difficult to get and the waiting list was long. One impatient customer became so desperate for his car I built him a brand-new car myself out of the Ford parts I had in stock. I had everything for it in the shop except the body and lower frame which I ordered.

Fort Payne was another Alabama town in which I operated, and this time it was another independent garage. In Fort Payne I got my first boring tool and first valve machine.

Other improved articles of equipment came on gradually, but they were still crude compared with present-day shop standards. My work at this place started in the early '20's.

One of the best-paying activities here was the replacement of worn brake lining. The town was between two mountains and my motorist customers were wearing out enough brake lining down those steep slopes to give me about a half dozen relining jobs a day.

This work helped out considerably on my shop income until I got to ordering a new kind of asbestos lining from a new company. I didn't realize myself how good this lining was until a number of the relined cars quit coming back for repeat jobs. By using this lining I eventually worked myself out of one of my best-paying activities.

However, along about this time we got quite a number of repair jobs on Chevrolets. They were the Four-Ninety (490) models which some of the users termed "four days on the road and 90 days in the shop." During this period the Chevrolet company had the misfortune of putting out a car with weak axles. A sudden start or jolt would frequently snap the axle in two. It then had to be towed to a shop for a new axle. One day one of my Chevrolet customers snapped both axles in backing out of my garage.

The Ford truck I used for my shop operations had only two gears—low and high. Its top speed in high gear was 15mph. In climbing a hill I got three miles an hour in low gear, which was the only gear on which it would climb. It was only a short distance to Chattanooga where

(Continued on page 106)

Regarding the Author

J. S. Wilder, whose story of 44 years in garage service appears here, was born and reared on a farm. He says that by the time he reached 17 he knew that his talent lay in some field of mechanics. He had handled much farm machinery, such as was then used. But he went to an automobile school to acquire more specific knowledge about the new mechanical marvel that was to become his career.

He got some helpful information at this school, but most of what he acquired in this new field came through later trial-and-error experience of actual garage operation. His first knowledge of auto mechanics came in learning to drive the 1915 Dodge his dad bought for a pair of horses, 200 bushels of corn and \$200 in money. He says this car was a real speed demon in terms of 1915 locomotion. One day while out driving on a rough 1915 road he reached a fairly level stretch of road and "threw it wide open." It reached the incredible speed of 30mph and he managed to cover the mile without getting jolted out of the car.

The tires of that day were all slick (no treads) and when the road got wet he had to put on tire chains to get home.



This was the overhaul park of the Motor Transport Corps, at Coblenz, Germany, at which Ed Lowery worked as a mechanic during World War I.

If You Remember This, You're a Veteran Mechanic

FORTY years is a long time, and much has happened to the "horseless carriage" during that period this publication has been swallowing ink.

It was about 42 years ago that I returned from Europe where I had been contributing my little bit toward making the world safe for democracy by helping keep the

Army's rolling stock rolling.

My! What rolling stock! In trucks we had Nash Quads, F. W. D.'s, Packards, Libertys, Whites and others. In passenger cars we had, Cadillacs, Packards, Wintons, Fords, Dodges. . . .

We were rather proud of the Motor Transport Corps repair shop which we set up in Coblenz, Ger-

Sergeant Lowery poses while resting aboard this World War I tractor.



By
E. M. LOWERY

SAJ's Veteran Technical Editor

many, after the armistice. I believe maybe that was the forerunner of what in later years became known as the Unit Repair Department.

We had truck and passenger-car bays where the various vehicle units were removed and sent to their particular repair bay, such as the transmission, rear axle and spring, engine, electrical and fuel bays where each unit was reconditioned by a specialist. While the various units were being repaired, the frame crew with a portable forge came in and tested and replaced any defective rivets. We thought we were "first rate" mechanics in those days.

When we came home to adjust ourselves to the home-town auto repair business, we found things about the same as today: more and more people depending on the auto industry for a livelihood, as well as transportation. Many were getting rich out of the manufacture and sale of various auto accessories, such as bumpers, extra wheels, jacks, shock absorbers, etc.

Everyone was trying to get a little more comfort in the ride, so there were dozens of different types of

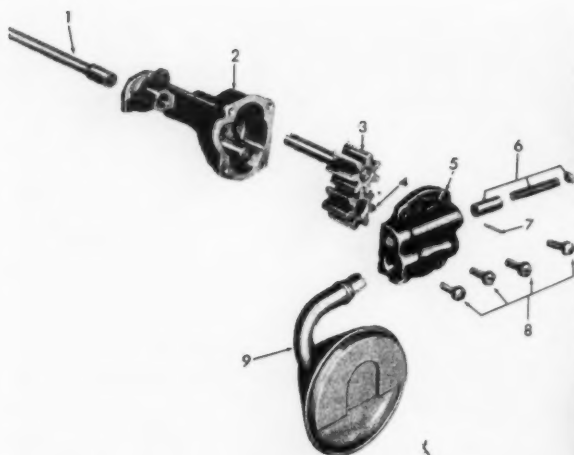
Look (through the author's eyes) how the fuel system, intake manifolds, and the like, have changed!

"shocks" for the model T alone. It was quite a business while it lasted, as there were "shock" sales and installation shops all about town.

The evolution of the automobile during the past 40 years has been interesting. For instance, the fuel system—from gravity feed to fuel injection.

In the early days the gas tank was always higher than the carburetor so the fuel could flow "downhill." Then the gasoline tank was moved to the rear of the car and operated under pressure, each tank being equipped with an air pump and pressure gauge. In some cases the gauge was on the dash. Quite often the car would stop and the operator would have to get out and "pump up" the tank.

(Continued on page 94)



Above: Fig. 1—Chevrolet oil pump exploded: 1—shaft extension, 2—pump body, 3—drive gear and shaft, 4—idler gear, 5—pump cover, 6—regulator valve, 7—retaining pin, 8—screws and 9—intake pipe and screen.
Right: Fig. 2—Chevrolet oil pump removal and installation.



Maintaining Oil Pumps

WHEN the oil pressure goes down, other things are sure to "go up" in heat—and often in smoke.

Many drivers don't seem to understand that the various indicating instruments which are mounted on the instrument panel are put there for a purpose. If they did we wouldn't encounter as many "run down" batteries, overheated engine and burned out bearings and ruined crankshafts and/or complete engine failures.

When the oil pressure drops below normal, right then is the time to determine the cause. Regardless of how perfect the bearings, or how expertly done is their installation, proper lubrication will determine their length of service. In the engine the oil pump must supply that lubrication by means of adequate oil pressure.

Following is the correct maintenance procedure on the pumps used on some of today's current models:

The '59 and '60 Chevrolet:

Chevrolet oil pump—348-cu.-in. engine:

The oil pump (Fig. 1) consists of two gears and a pressure relief valve enclosed in a two-piece housing and driven from the distributor drive, which in turn is driven by a helical gear on the camshaft.

Note: The oil pump has a baffle

incorporated on the intake pipe and screen assembly (9) shown in Fig. 1. This baffle eliminates pressure loss due to sudden surging stops.

The pump cover is equipped with a pressure regulator valve that regulates oil pressure to approximately 45psi at 2,000rpm.

The pump intake is of the fixed-screen type. The pick-up point is just above the bottom of the oil pan. A mesh screen filters out small particles of dirt and sludge which

may be present. In the event that the screen becomes clogged, a valve in the center will allow the pump to pick up oil, bypassing the screen.

Inasmuch as the oil pump is serviced on an exchange basis, no repair operations other than disassembly, cleaning and inspection are covered herein.

Removal and disassembly:

- 1.—Remove oil pan.
- 2.—Remove pump to rear main bearing cap bolt and remove pump, extension shaft and collar, as shown in Fig. 2.
- 3.—Disconnect pump shaft from extension.
- 4.—Remove pump cover attaching screws, cover idler gear and drive gear and shaft.
- 5.—Mount pump cover in a soft-jawed vise and pull pipe from cover (if screen or pipe needs replacing).
- 6.—Wash all parts in cleaning solvent and dry by using compressed air, if available.

Inspection:

Should any of the following conditions be found during inspection operations, it is advisable to replace pump assembly:

- 1.—Inspect pump body for cracks or excessive wear.
- 2.—Inspect oil pump gears for excessive wear or damage.
- 3.—Check shaft for looseness in

By **E. M. LOWERY**

Technical Editor



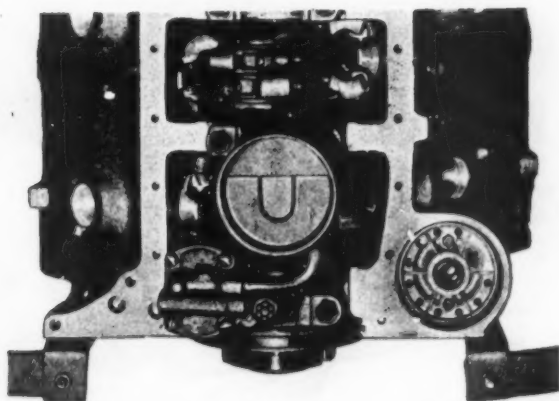


Fig. 3 — Chevrolet oil pump installed.

the housing.

4.—Check inside of cover for wear that would permit oil to leak past the ends of gear.

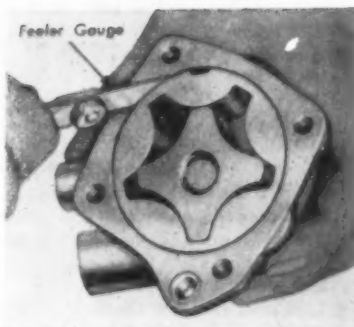
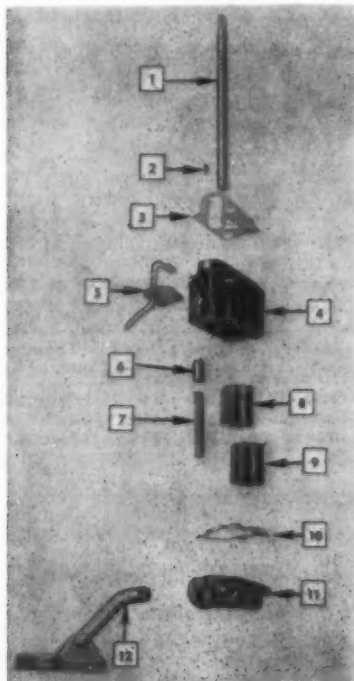
5.—Check the oil pick-up screen for damage to screen, bypass valve or body. Check for oil in air chamber.

Assembly and installation:

1.—Place drive gear and shaft in pump body.

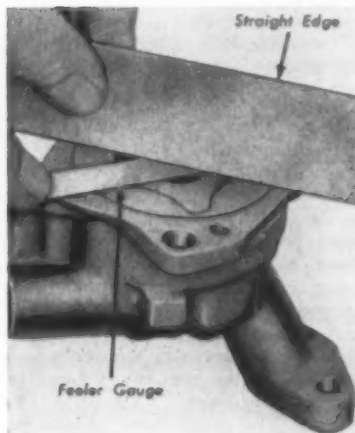
2.—Install idler gear so that

Fig. 6—Oil pump assembly (Rambler): 1—oil pump drive shaft, 2—key, 3—pump mounting gasket, 4—body, 5—oil discharge tube, 6—relief valve plunger, 7—relief valve spring, 8—drive gear, 9—driven gear, 10—cover to body gasket, 11—cover and 12—inlet tube and screen assembly.



Above: Fig. 4—Outer race to housing clearance on Ford pump.

Right: Fig. 5—Rotor end play (Ford).



smooth side of gear will be toward the cover.

3.—Clamp suction pipe and screen assembly in vise, being careful not to collapse pipe; tap cover on pipe with a soft-tip hammer (if screen or pipe was removed).

4.—Install cover and attaching screws. Tighten screws to six to nine ft. lbs. and check to see that shaft turns freely.

5.—Assemble collar end of extension shaft assembly over pump drive shaft, aligning tang of extension shaft with slot in end of pump drive shaft.

6.—Assemble pump and extension shaft to rear main bearing cap as shown in Fig. 2, aligning slot on top end of extension shaft with drive tang on lower end of distributor drive shaft.

7.—Install oil splash shield on rear bearing cap if removed; then install pump to rear bearing cap bolt and tighten to 45 to 50 ft. lbs. (Fig. 3).

Ford oil pumps:

Cleaning:

Wash all parts in a solvent and dry them thoroughly. Use a brush to clean the inside of the pump housing and the pressure relief valve chamber. Be sure all dirt and chips are

removed.

On the gear-type oil pump, remove old gasket material from the pump body and cover.

Inspection:

Check the inside of the pump housing and the outer race and rotor for damage or excessive wear.

Check the mating surface of the pump cover for wear. If the cover mating surface is worn, scored or grooved, replace the cover.

Measure the outer race to housing clearance (Fig. 4).

With the rotor assembly installed

in the housing, place a straight-edge over the rotor assembly and the housing. Measure the clearance between the straight-edge and the rotor and outer race (Fig. 5).

The outer race, shaft and rotor are replaceable only as an assembly.

Check the drive shaft to housing bearing clearance by measuring the O.D. of the shaft and the I.D. of the housing bearing.

Inspect the relief valve spring for a collapsed or worn condition.

Check the relief valve spring tension. If the spring tension is not within specifications and/or the spring is defective, replace the spring.

Check the relief valve piston for scores and free operation in the bore.

Rambler engine lubrication system:

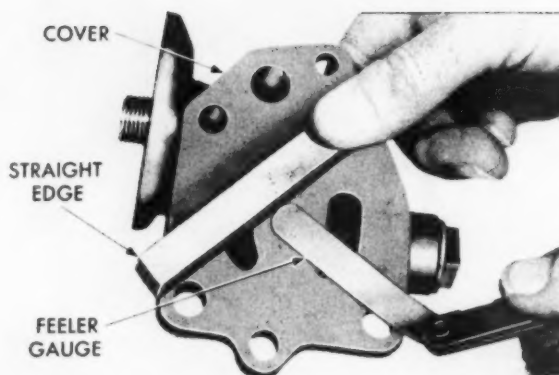
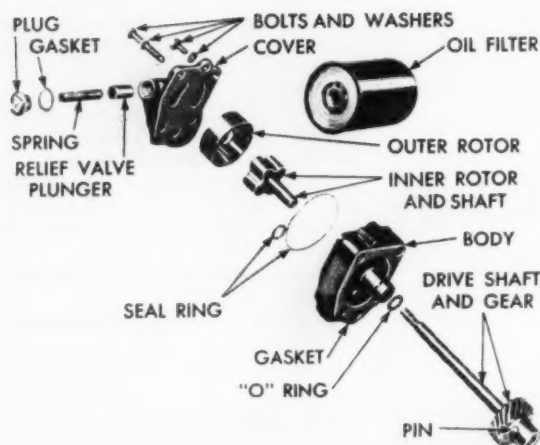
The lubrication system is the full-pressure type.

Pressure is supplied by a gear-type, positive-pressure pump mounted on the rear main bearing cap.

Oil pump (Fig. 6):

The oil pump is driven by the distributor drive shaft.

Oil pump removal or replacement



Left: Fig. 7—Chrysler Corp. oil pump and filter assembly (exploded view).

Above: Fig. 8—Checking oil pump cover with straight-edge (Chrysler).

will not affect distributor timing as the distributor drive gear remains in mesh with the camshaft gear.

Upon disassembly of the oil pump, locate a straight-edge across the pump body and gears in their operational cavity and check the gear to cover clearance, which should not exceed .004".

A clearance of .008" maximum should exist between the gears and the walls of the gear cavity opposite point of gear mesh.

Note: The pump cover should be installed with pump out of engine and pump checked for freedom of operation before installation.

Oil pressure relief valve:

The oil pressure relief valve is not adjustable. A setting of 55-60 pounds pressure is built into the tension of the spring.

On the released position, the valve permits oil to bypass through parts and a passage in the pump cover to the inlet side of the pump.

Chrysler Corp. oil pump (361- and 383-cu.-in. engine):

Removal:

Remove oil pump attaching bolts and remove pump and filter assembly from bottom side of the engine.

Disassembly:

1.—Remove the filter base and oil seal ring.

2.—Remove pump rotor and shaft and lift out the outer pump rotor.

3.—Remove oil pressure relief valve plug and lift out spring and plunger (Fig. 7).

Inspection and repair:

1.—Clean all parts thoroughly. The mating face of oil pump cover should be smooth. Replace cover if it is scratched or grooved.

2.—Lay a straight-edge across the oil pump cover surface (Fig. 8). If a .0015" feeler gauge can be inserted between the cover and straight-edge, the cover should be replaced.

3.—If outer rotor length measures less than .943" (Fig. 9) and diameter less than 2.469", replace outer rotor.

4.—If the pump inner rotor length measures less than .943" (Fig. 10), a new pump rotor should be installed.

5.—Slide outer rotor and inner rotor into pump body and place a straight-edge across the face (between the bolt holes) (Fig. 11).

6.—If a feeler gauge of more than .004" can be inserted between rotors and straight-edge, replace pump body.

7.—Remove pump inner rotor and shaft, leaving the outer rotor in

pump cavity.

8.—Press the outer rotor body to one side with fingers and measure the clearance between outer rotor and pump body (Fig. 12).

9.—If measurement is more than .012", replace the oil pump body.

10.—If clearance between inner rotor and outer rotor (Fig. 13) is more than .010", replace the inner and outer rotors.

11.—Check the oil pump relief valve plunger for scoring and for free operation in its bore. If the plunger is scored, replace the plunger.

12.—The spring should conform to specifications on chart. If, for any reason, the spring has to be replaced, the same color spring should be used.

13.—An exception is where oil pressure is either above or below specifications.

Installation:

When assembling oil pump, be sure to use new oil seal rings between filter base and body.

1.—Install the oil pump on engine.

2.—Tighten the attaching bolts to 35 ft. lbs. torque.

RELIEF VALVE SPRING CHART

Color	Free Length	Loaded Length	Pounds Compression
Gray (Lt.)	2.10	1.60	11.85 to 12.85
Red (Std.)	2.29	1.60	14.85 to 15.85
Brown (Hvy.)	2.39	1.60	17.9 to 18.9

Possible causes of low oil pressure:

- Thin or diluted oil.
- Worn or damaged oil pump rotors.
- Inaccurate oil pressure gauge.
- Loose oil pump cover.
- Oil relief valve spring broken or weak.

Fig. 9—Measuring outer rotor thickness (Chrysler Corp. product).

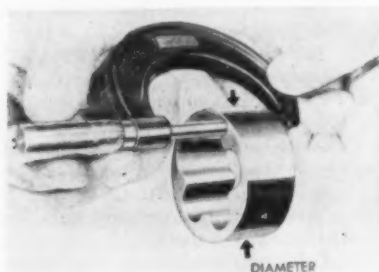
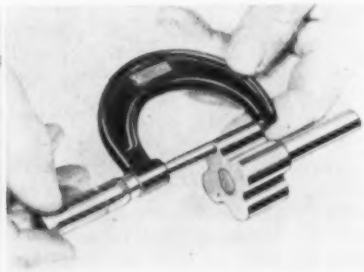
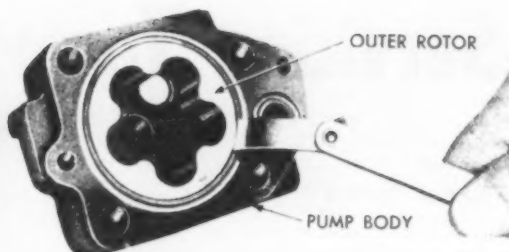
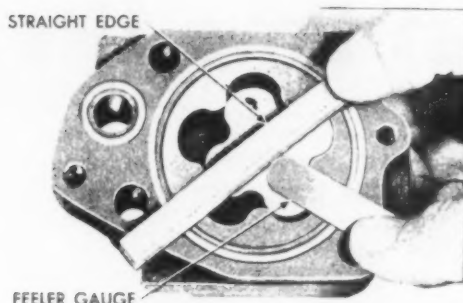


Fig. 10—Measuring inner rotor thickness (Chrysler Corp. product).





Left: Fig. 11—Measuring clearance over rotors (Chrysler).

Above: Fig. 12—Measuring outer rotor clearance (Chrysler).

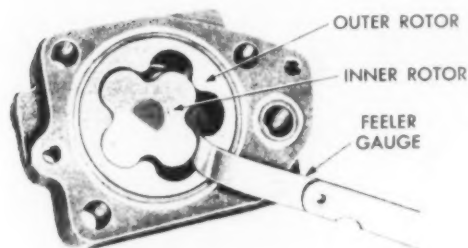


Fig. 13—Measuring clearance between rotors (Chrysler).

- f. Plugged oil pump screen.
- g. Excessive clearance at main bearings.
- h. Excessive clearance at rod bearings.
- i. Excessive clearance at camshaft bearings.
- j. Low oil level.
- k. Loose connections or restricted lines.

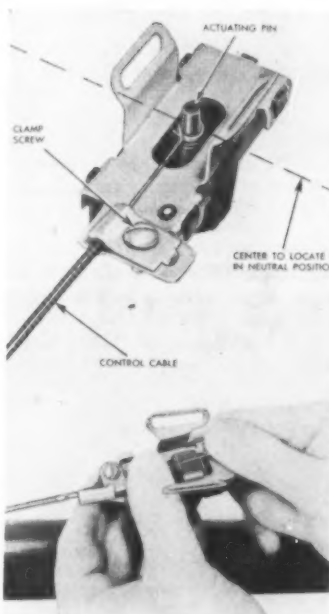
Direction Signal Switch Changed on Tempest

PONTIAC has issued this service bulletin:

A new direction signal switch (Fig. 1) has replaced the switch used on early production cars (Fig. 2).

With actuator assembly installed on jacket and adjusted for proper clearance (Fig. 11-92, 1961 Pontiac Tempest Shop Manual) proceed as follows:

- 1.—Hook control cable wire over actuating pin on switch and lock same by tightening conduit clamp screw.
- 2.—Place control lever in neutral position.
- 3.—Move carrier in switch to neutral position (Fig. 1).



Top: Fig. 1.
Above: Fig. 2

- 4.—Holding switch in normal location on steering column jacket, start the two switch mounting screws.
- 5.—Recheck to make certain that lever and switch are still in neutral; tighten the two switch mounting screws.

Note: Switch base has slotted holes.

Direction signal switch—new type:

A self-tapping screw is used to tighten the control wire clamp on direction signal switch (Fig. 1). The ability of this screw to tighten the clamp depends on the angular direction the screw takes when initially driven. If the screw head bearing is toward the clamp hinge, it will probably not hold the control cable housing. This definitely affects switch adjustment.

It is suggested that when the clamp does not hold the cable, with the screw properly tightened, that the clamp be bent to close the normal gap. This condition has been corrected in production.

Heater Control Trouble Cited by Chevrolet

CHEVROLET has issued this service bulletin:

An interference condition present in the control linkage of the "de luxe" heater on some early 1961 passenger cars restricts movement of the controls and results in insufficient heat.

Interference between the water valve lever and the heat control cable clamp restricts movement of the air diverter door and the water control valve, resulting in limited water circulation and air bypassing the heater core.

Correction can be made by bending the control cable clamp upward to clear the water valve lever, thereby allowing the controls to travel the required arc.

Seven Bucks

Waits for You

SEE PAGE 119

February: Rambler V-8's Pistons

Ed Lowery will cover next month piston, connecting rod and bearing service on the Rambler V-8, including correct procedures and allowable tolerances.

Servicing Tempest Drive Line

By E. S. HARRIS

THE Tempest propeller shaft and rear axle service presents sufficient departure from the service on the drive line of other makes of cars to require some little understanding of the design of the system.

Each component is similar to that seen at one time or another on other vehicles, but just enough different to require some study. For instance, the transaxle system which combines the transmission with the differential and carrier assembly is like the Corvair, except that the engine is in front of the car instead of at the rear.

We might assume that with the engine in the front and the drive wheels in the rear, that a drive shaft arrangement with universal joints like those used on other cars with a front powerplant would then be encountered. But again we must take a second look, for we see a sway-backed torque tube under the car, which is a novel but effective blow struck in the battle of the floor tunnel, since it routes the drive shaft in a downward curve under the body. The only universal joints visible are not on the drive shaft at all, but are situated at the inner end of each axle shaft.

Next we look at the axle shafts and find that they are bolted to these universal joints which are splined to the differential side gears. The axle bearing retainers are secured

to the rear lower control arm with four nuts. The self-aligning axle bearings are permanently sealed and require no lubrication service.

Turning again to the propeller shaft, which is only .650" in diam-

eter on the automatic-drive-equipped vehicles and .750" on the standard synchro-mesh transmission vehicles, it is flanged at the front end where it is bolted to the fly-wheel on automatic-drive jobs and to the clutch drive shaft on synchro-mesh. The rear of the propeller shaft is splined to the transmission. This shaft is made from special-quality triple-alloy forged steel that has been heat-treated and shot-peened for high fatigue life and is covered with a special protective coating.

The shaft passes through a curved torque tube which joins the engine and transmission and contains two centrally situated sealed ball bearings which support the shaft. The ball bearings are sealed for life, are press-fitted over plastic-lined steel sleeves, and are encased in rubber-insulated, stamped retainers which are bolted inside the torque tube. Ball bearings situated in the transmission extension provide additional support for the propeller shaft.

The propeller shaft transmits only the engine torque, since the power

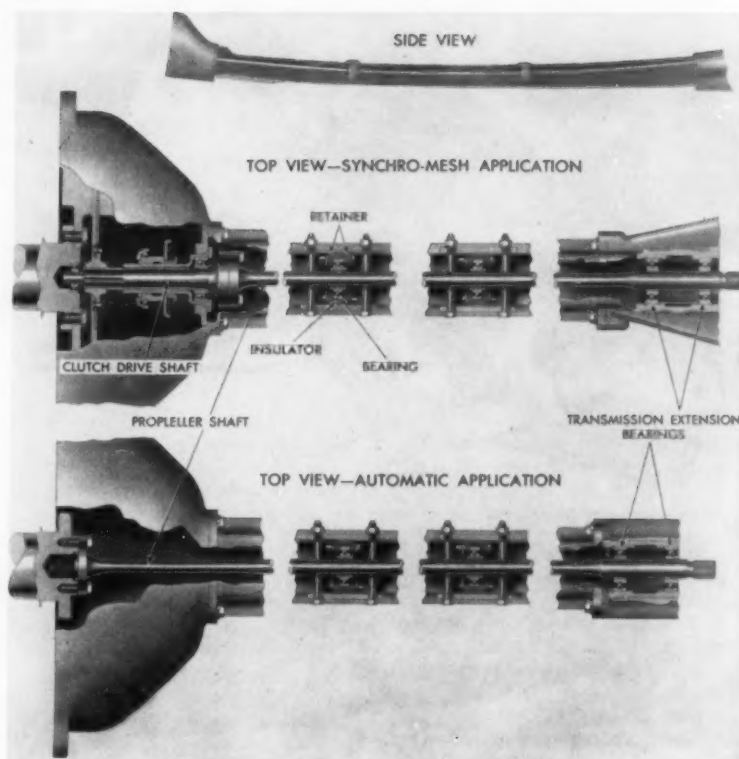
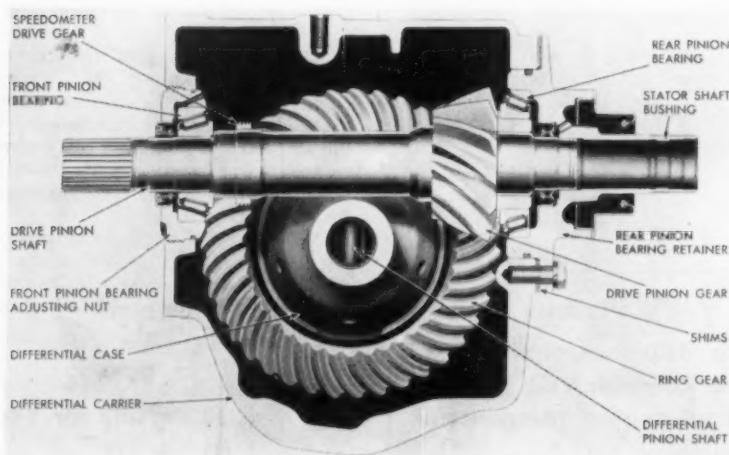


Fig. 1—Tempest propeller shaft application.

Fig. 2—Cross section of differential and carrier assembly.



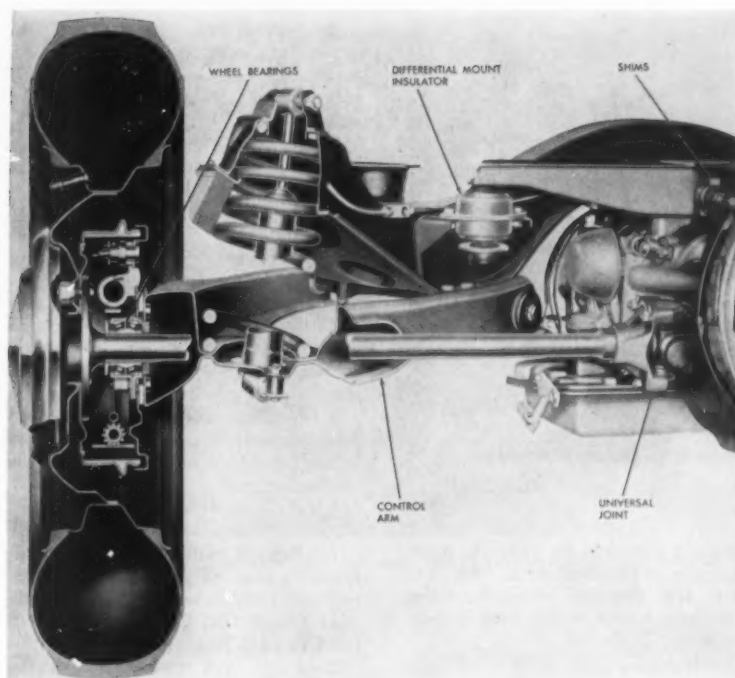


Fig. 3—Rear coil spring suspension.

multiplication takes place at the other end of the car, so the shaft can be of relatively smaller diameter. Curving the shaft through the two supporting bearings eliminates the whip or vibration which might otherwise be expected from a shaft of this diameter and length, operating at high engine rpm.

While the isolation of the transmission from the clutch and engine was common in the pioneer automobiles, and while one or more of these early-day vehicles attached their transmission to the rear axle and differential housing, this application added the weight of the transmission box to the "unsprung" weight of the vehicle chassis. But on the Tempest, the advantage of the transmission weight over the rear wheels also has the quality of being "sprung" weight, since the independent springing of the rear wheels allows the transmission to be mounted above the springs.

To remove the rear axle shaft to replace rear suspension lower control arm or to replace the axle shaft bearing, proceed as follows:

- 1.—Remove five wheel nuts and remove wheel and brake drum.
- 2.—Remove four axle bearing retainer nuts by indexing hole in axle flange over each nut in sequence so wrench can reach them (Fig. 4).
- 3.—Pull brake backing plate outboard slightly, then push it back on

the control arm studs to break backing plate away from bearing retainer.

- 4.—Remove four nuts and lock tabs from U-bolts attaching U-joint assembly to rear axle flange.

- 5.—Pull axle shaft outward sufficiently to separate flange from U-

bolts.

- 6.—Remove cap screw, lock washer and flat washer securing flange to axle shaft, using special holding and puller tool to restrain flange (Figs. 4 and 5).

- 7.—Pull flange from axle shaft with holding and puller tool.

- 8.—Remove axle shaft from lower control arm.

If the axle shaft is removed in order to replace differential side bearing oil seals, the universal joint U-bolts (step 4) are not removed, since the axle shaft and universal joint are pulled outward together. Axle shaft and universal joint are pulled outward far enough to remove universal joint from differential and carrier assembly.

Axle shaft bearing is replaced on the axle shaft as follows:

- 1.—Place axle shaft in press with J-8916-1 puller plate below the puller ring, then remove the oil deflector, bearing and puller ring.

- 2.—To install the new bearing assembly, place a new puller ring and bearing assembly on axle shaft.

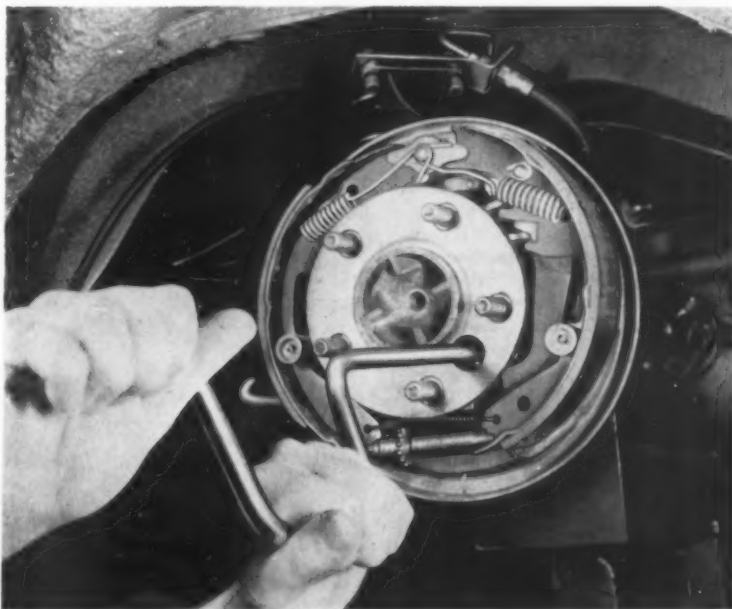
- 3.—To prevent damaging the bearing assembly during installation, place old puller ring (saved in step 1) with its flat side against the bearing inner race and then press the puller ring and bearing assembly onto the axle, using tool J-8916-2. Remove old puller ring.

- 4.—Install oil deflector.

Replacing differential side bearing oil seals—axle removed:

Side bearing oil seals are replaced as follows:

Fig. 4—Removing rear axle bearing retaining nuts.



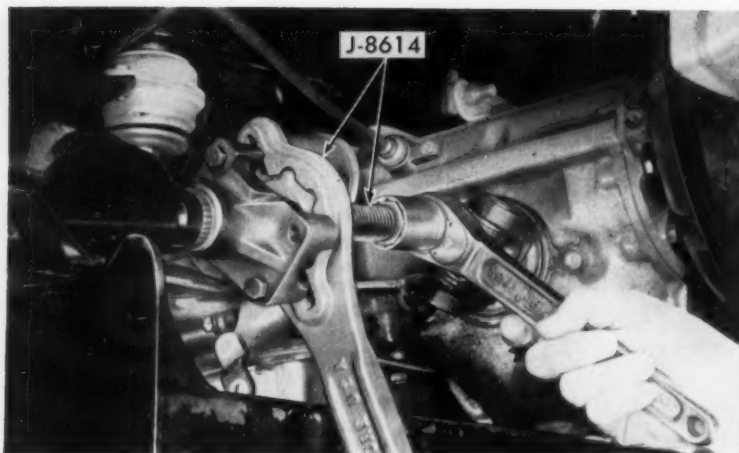


Fig. 5—Removing U-joint flange from axle shaft.

1.—Drain lubricant from differential.

2.—Remove oil seals by prying out with small chisel or screwdriver.

3.—Clean seal seat to remove old sealer compound.

4.—Apply sealer compound evenly over new seal.

5.—Install new seal, using tool J-8889 installer. Coat lip of seal and splines with hypoid oil to help prevent damage to seal by U-joint yoke splines.

To replace axle shaft after differential side bearing oil seals are replaced, proceed as follows:

1.—With bearing retainer and brake backing plate holes aligned with control arm studs, insert U-joint splined yoke through seal at side bearing and index with splines of side gear.

2.—Install four nuts to secure bearing retainer to backing plate via access hole in axle flange. Tighten all nuts to 30-45 lb. ft. torque.

3.—Position brake drum on axle shaft studs, install wheel and secure wheel and drum with five wheel mounting nuts. Tighten to 70-85 lb. ft. torque.

To replace axle shaft after repairing rear suspension lower control arm or after replacing axle shaft bearing, the shaft is inserted through the lower control arm and install flange on splines of axle shaft. It may be necessary to lightly tap flange onto splines if original pieces are being installed. Secure flange to shaft with bolt, washer and lock washer. Attach U-joint to flange on axle shaft with U-bolts and nuts. Tighten to 14-20 lb. ft. torque.

Bench service, U-joint:

Disassemble axle shaft universal joint as follows:

1.—Remove bearings from journal

(spider) not held in yoke. If bearings are connected with wire, cut wire and remove bearings, using care not to lose needle rollers from bearing.

2.—Remove snap rings from yoke assembly.

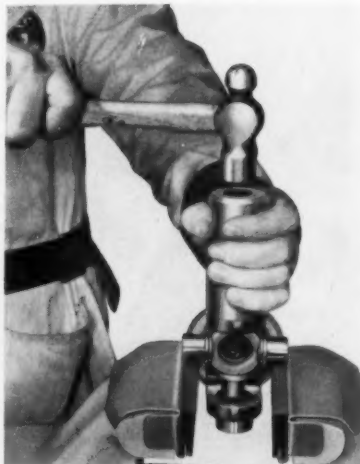
3.—Place ends of journal on vise jaws so that splined yoke shaft is horizontal. Yoke member must be free to move vertically between jaws of vise.

4.—Using 1½" I.D. pipe, or special tool J-4774, drive yoke down, causing journal to force bearing partially out of yoke (Fig. 6).

5.—Rotate yoke 180° and repeat above operations.

6.—When using pipe as driver, drive yoke down as far as possible. Place one or more 9/16" O.D. flat washers inside of lower bushing. Total washer thickness should be ⅛"-3/16".

Fig. 6—Removing bearing from yoke with tool J-4774.



7.—Rotate yoke 180° and again apply force around bearing in which washers were installed. This will completely remove bearing from yoke.

8.—Remove journal from yoke.

9.—Remove remaining bearing from yoke with drift (Fig. 7).

Clean and inspect U-joint parts as follows:

1.—Wash all parts in cleaning fluid.

2.—Inspect roller bearing surfaces of journal, inner bearing surfaces of outer races, and rollers for wear, scores, flat spots or other damage. Replace damaged parts.

3.—Inspect cork washers and journal dust shields for wear and injury. Replace washers if cork is brittle or hard.

Bench reassembly of U-joint:

Reassemble U-joint as follows:

1.—Repack roller bearings and fill holes in ends of journal with high-melting-point wheel bearing lubricant. Check that there are 25 rollers used in each bearing.

2.—Press cork washers into place in recess of bearing. Install bearing about one-quarter way into yoke, using soft-faced hammer.

3.—Position journal with dust shields in place, between arms of yoke. Insert journal into partially installed bearing.

4.—Hold journal in bearing and complete installation of bearing into yoke.

5.—Install opposite bearing with cork packing in place on journal, making sure that bearing rollers do not bind off journal.

6.—Press bearing into yokes far enough to install lock rings.

7.—Install remaining bearings with lock rings on journal shaft and

Fig. 7—Removing bearing with drift.





Fig. 8—Removing bolts from propeller shaft flange (synchro-mesh transmission).

hold in place with C-clamp or other suitable device.

8.—Install flange on end of axle shaft and secure with flat washer, lock washer and bolt. Using tool J-8614 installed on flange, tighten bolt to 20-35 lb. ft. torque.

9.—Install U-joint to flange with U-bolts and secure with four nuts and lock tabs. Tighten U-bolt nuts to 14-20 lb. ft. torque.

Removing and replacing propeller shaft and torque tube (synchro-mesh transmission):

Propeller shaft and torque tube are removed as follows:

1.—Remove bolts retaining propeller shaft damper bearings (Fig. 1).

2.—Remove parking brake cable from torque tube.

3.—Remove exhaust crossover pipe (V-8 engine only).

4.—Disconnect transmission control rod from transmission.

5.—Remove three bolts from gear-shift lever housing and remove gear-shift housing and control rod.

6.—Remove flywheel housing bottom cover.

7.—Support rear of engine with stand.

8.—Remove eight screws from torque tube access hole cover and remove cover.

9.—Remove six bolts from propeller shaft flange (Fig. 8).

10.—Place a cloth or rag between propeller shaft and torque tube.

11.—Loosen six bolts connecting torque tube to flywheel housing.

12.—Support torque tube so it will not fall down.

13.—Remove six bolts connecting torque tube to flywheel housing.

14.—Pry torque tube and propeller

shaft away and down from flywheel housing.

15.—Place wooden block approximately 3" square between transmission extension and floor of car to position transmission for reassembly. Support torque tube with a stand.

16.—Remove six bolts connecting torque tube to transmission.

Caution: Propeller shaft and torque tube are now held in place only by bearings in transmission extension and must be supported to prevent bearing or bar damage.

17.—Remove propeller shaft and torque tube as a unit by pulling on propeller shaft flange.

Caution: Pull propeller shaft straight out of transmission so that shaft will not bind in transmission or transmission extension.

18.—Place torque tube and propeller shaft on bench and pull shaft out of torque tube.

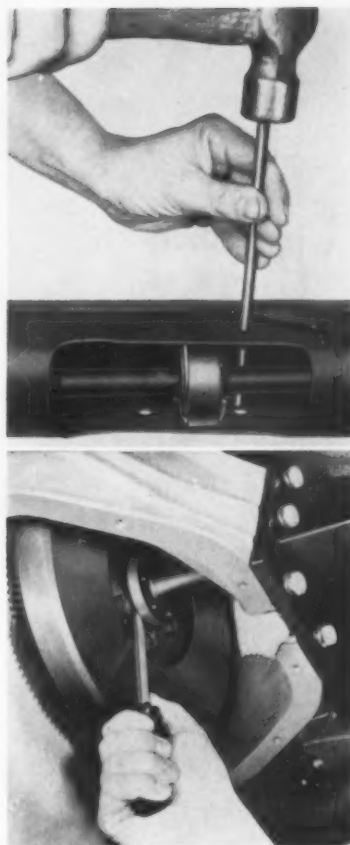
Caution: When removing propeller shaft from torque tube it should be moved without using force. If binding is noted, use a drift through bearing bolt holes to spread torque tube away from bearing retainer (Fig. 9). In all operations exercise extreme care not to damage the coating on the propeller shaft. Damage to this coating will shorten the life of the drive line.

Remove bearing insulator and insulator retainer from propeller shaft as follows:

1.—Remove two screws from bearing insulator retainer.

2.—Remove rubber insulator from each bearing.

Note: No attempt should be made to remove bearings from propeller



Top: Fig. 9—Spreading torque tube with drift.

Above: Fig. 10—Removing propeller shaft from flywheel (automatic transmission).

shaft. Propeller shaft and bearings are serviced as an assembly.

Install bearing insulator and insulator retainer on propeller shaft as follows:

1.—Install rubber insulator on each bearing, starting with bearing toward flange.

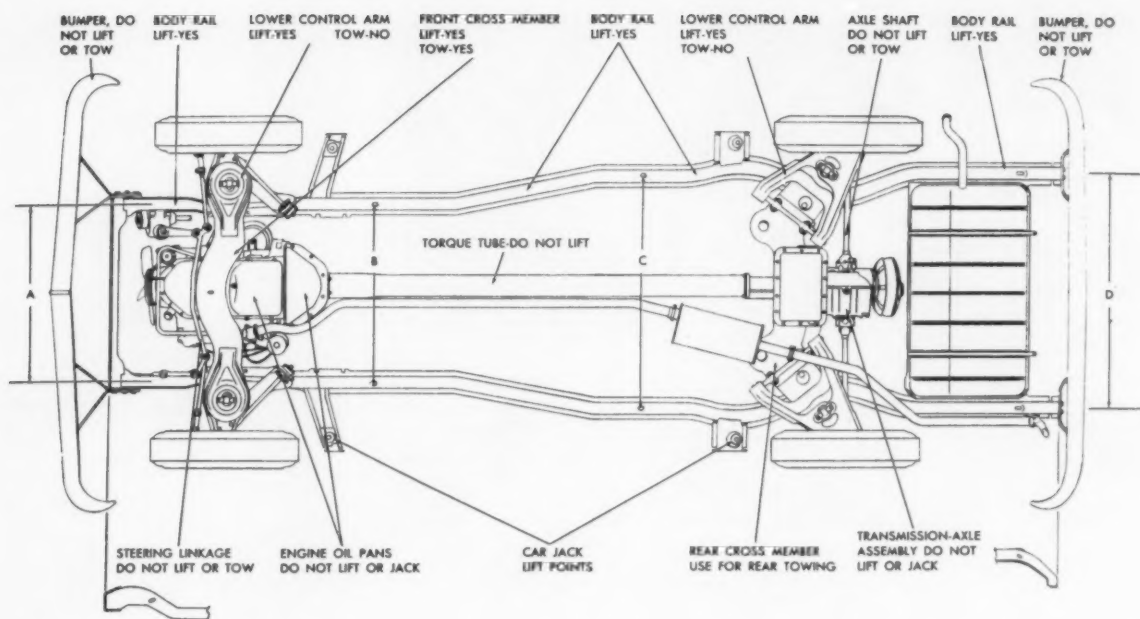
Caution: Use extreme care to not nick or scratch coating on propeller shaft.

2.—Place insulator retainers in position and secure with two self-tapping screws.

Replace propeller shaft and torque tube assembly as follows:

1.—Assemble propeller shaft in torque tube and place a rag between front of propeller shaft and torque tube to protect propeller shaft coating.

Caution: Propeller shaft should enter torque tube without use of force, if difficulty is encountered. Use a flat drift through bearing bolt holes to spread torque tube away (Continued on page 85)



Lifting and Towing Tempest

PONTIAC has issued the following information on lifting and towing the 1961 Tempest for guidance of mechanics:

With the use of a unitized body and a transaxle, the Tempest requires different procedures for car lifting and towing than those previously used on Pontiac models.

Lifting:

As shown in the illustration, the Tempest may be lifted at any accessible point on the body-frame rail. It can also be lifted at the front crossmember or at either the front or rear lower control arms. When lifting on the lower control arms, use care to avoid the lower shock absorber brackets.

Under no circumstances should lift adapters be used on the bumpers, torque tube, axle shafts, transaxle or engine.

The torque tube and the exhaust system are lower than the side rails. Lift adapters must provide adequate clearance height for these parts.

Towing:

For normal over-the-road towing, use only the front or rear crossmember as chain attaching points. There are holes in the end of the frame rails which can be engaged with a small hook for moving the car from mud, ditches, etc.

The bumpers, axle shafts or steering linkage should not be used for towing of any kind. Protection must be provided for bumpers, front-end sheet metal and fuel tank when the hook-up is made.

Following are general towing instructions:

- 1.—Place transmission in neutral.
- 2.—If transmission or differential malfunction is suspected, tow with rear wheels approximately six inches off ground.
- 3.—Never tow over 30mph. Do not raise car to height that would cause opposite end to be damaged by dragging.

Caution: Power-steering-equipped cars should be towed with caution, since there is no power assist with engine off.

Dimensions:

Body rail:

Point A	31 7/32"
Point B	31 5/32"
Point C	41 1/4"
Point D	44 1/2"
Wheelbase	112"
Road clearance	6"
Rear overhang	45.7"

Ramp angle:

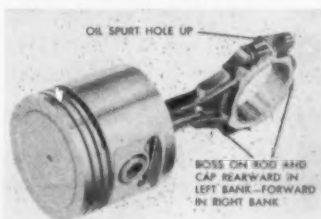
Sedan	12° 50'
Station wagon	13° 30'

Watch Rib on Tempest Rod Bearing Cap

PONTIAC has issued this service bulletin:

The rib on the edge of the rod bearing cap and the conical boss on the web of the rod on Tempest 215-cu.-in. aluminum V-8 engines must be toward the rear of the engine on all rods in the left bank and toward the front of the engine in the right bank as shown in illustration.

This supersedes the piston location



information given on page 6-60 and Fig. 6-108 of the 1961 Pontiac Tempest Shop Manual.

Exhaust Research Group Names Jarvis Manager

APPOINTMENT of Windle F. Jarvis as executive secretary of the Automotive Exhaust Research Institute, succeeding Roy L. Burton, who retired, has been announced by President William E. Imhoff.

A Washington, D.C., attorney, Jarvis has been special counsel to a congressional committee in the house of representatives.

FRINGE BENEFITS A LA OLE DAYS

By MRS. ELLA W. FORD

Executive Vice President, South Carolina
Automobile Dealers Association

ON THE way to work the other day, strolling down Automobile Row, cars moving, cars going, the drive-away unloading, I heard this voice from the center door of the dealership:

"You know, it's not like it was in the 'Good Old Days.'"

Thank God, it ain't like it was in the good old days.

'Cause, you see, I can talk about the good old days because I was there. And some of the things I remember might not be the way the dealers today would have you believe.

Perinstance . . .

Remember the morning sales meetings of the years gone by? The bright boys reporting to get their vim, vigor and spirits a-going? There was the paper-padded desk, six nail kegs for the leather upholstered chairs, all grouped about the central heating system (a single coal-fired stoker).

And, in the seat of honor, the dealer—the center of it all, the king on his throne of a split-bottom chair . . . with the golden oak desk between him and the boys.

Fringe benefits? We had 'em, all right—a two-for-five cigar. The boss' sale pitch: "If he's got \$25 cash, don't let him out of your sight. Don't come back 'til dark. If he ain't got \$25 cash, make him tie his horse or cow or whatever he's got to trade at the rear, but still don't

Mrs. Ella W. Ford is a native of North Carolina, born and reared on Woodside Plantation near Fayetteville, N. C. Her affiliation with the automobile industry began immediately upon the completion of her schooling when she went to work with the Cadillac-Olds dealership in Fayetteville and she later worked with Motors Holding Division of General Motors.

She was married to Capt. George Thomas Ford of Georgetown, S. C. Following his death in World War II, she became Executive Secretary of the South Carolina Automobile Dealers Association in 1945.

The South Carolina Automobile Trades Association was the forerunner of the present strong and active SCADA. Formed in 1915, this organization existed until 1937 when the present South Carolina Automobile Dealers Association was chartered with Charles E. Vogell of Columbia its first president.

In the ensuing years, SCADA has grown in strength and accomplishments, now enjoying the reputation of being one of the most progressive state trade associations in the nation.



let him out of your sight."

He knew the auctioneer would be by to pick up the trade-ins by noon-time. And we had to work out a way to make the \$50 profit per unit that

was our bread of life in those days.

There were a lot of things about those "Good Old Days." I wasn't around to see all of them, but my elders told me plenty that I still remember vividly.

But I can recall first-hand my surprise one day . . . the day I saw my first "compact."

Today, as I look around me and see 20 sizes and shapes of compacts, I can't help but think when the town topic, the one that got the real horse-laugh, was the brave person who dared trust his life to the little Austin.

The sales pitch there: "WE wouldn't recommend you get on the highway in heavy traffic, but we don't THINK it'll turn over around town."

A lot of things are different now. We know today the efficiency of the service manager with his tower control, two-way radio, pushbuttons and call systems. We had a system in those days, too, a system called the "runner boy." Uphill or downhill, when the service manager or the Boss wanted to send a message, his legs moved . . . and fast.

And these automated IBM offices of today, with these slick chicks who are deathlessly efficient in their shorthand, enjoying the air conditioning and comfort of modern office space. I can still hear the Boss saying:

"Miss Jones, where is that boy with that smudge pot to go under my desk? These mosquitoes are killing me"

And, I regret to say, I remember him saying:

"Miss Jones, when are you going to learn to take a letter . . . and don't ask me again how to spell appreciative!"

Today we have used cars, too, almost like a theme song of used cars, used cars, repo's, repo's.

But have you ever seen the sad spectacle of 100 used cars and 101 repossessions under ten inches of snow . . . not a live battery in the group?

In the old days, there was no quick-charge, only an old plug mule. To get him "fired up" for that quick lunge it took to pull the car from the snow, the old-time dealer literally used fire . . . in the form of a little blaze fanned underneath

(Continued on page 86)

How This Industry Changed During SAJ's 40 Years—

From "Luxury" to Necessity

WHEN we started SOUTHERN AUTOMOTIVE JOURNAL (first published as SOUTHERN AUTOMOTIVE DEALER) in January 1921, the country was just settling down from the boom years of 1919 and 1920.

People had been on a spending binge. Commodity prices had practically doubled in the previous five years. Ten-dollar silk shirts were standard wearing apparel and the choice of automobiles depended mainly on quickness of delivery, with not too much regard for make or price.

By 1921 we were getting back to normal. In fact, economic conditions were very much the same as they are today. It became a buyer's market, with competition keen. Some people said we were in a recession, others said we were starting into a deep depression.

There were the usual business casualties. Typical were the two car factory representatives who had come down from Detroit and taken the Maxwell-Chalmers franchise in Atlanta. As soon as the boom was over, their business failed and with it went their life savings.

One of the partners said later even the street corner newspaper boy could have told them they didn't

By **WILLIAM J. ROOKE**

Chairman of the Board
W.R.C. Smith Publishing Co.
Atlanta, Ga.



The author was the first business manager of this publication. Later he became president of the company which publishes SAJ and other business journals and eventually moved to the chairmanship. In reviewing the growth of the South and Southwest since 1921, he spotlights clearly the tremendous progress which has been carved in a region which continues to mushroom in economic importance.

have a chance of success, but they did not take the time to "investigate before investing."

So scattered throughout the reading pages of the first issues of SOUTHERN AUTOMOTIVE JOURNAL were extracts from convention talks and articles by leaders in the industry, all endeavoring to raise the morale of the automobile dealers, to assure them that the country was not going to the dogs, that they were in a sound business, selling a product that was not just a luxury but one that was essential to the economic growth of the country, and in a business with a bright future.

In the advertising pages were announcements of Oakland, Hudson, Essex, Scripps-Booth, Hanson, Ranger, Lexington, Reo, Briscoe, Kissel and Standard cars that have passed from the scene, and Ford, Buick and G.M.C. trucks that are now very much in evidence.

In 1921 there were in the whole South from Delaware and Maryland to Texas and Oklahoma just 2,549,633 motor vehicles or 27.6% of the total in the country.

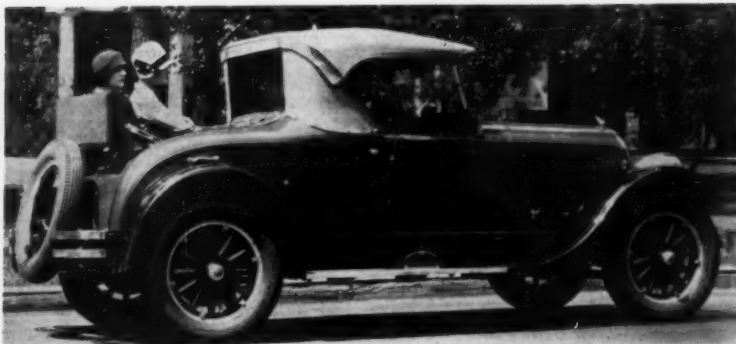
Less than one hundred jobbers served the needs of the dealers, garages and service stations in this vast region, comprising one-third of the area of the country and having approximately one-third of the population. It was not uncommon for a jobber to have his salesmen covering two or three states.

Accessories, such as bumpers, rear view mirrors, foot accelerators, Motometers and radiator caps and ornaments, made up a substantial portion of the jobbers' and dealers' sales.

Little did we realize how accurate would be the prophecy of the editors of SOUTHERN AUTOMOTIVE JOURNAL. In their first issue in January 1921 they wrote:

"The automotive trade is doing more than any other one agency to hasten the commercial, industrial and agricultural development of the Southern states. The passenger car, in overcoming the barrier of distance, is giving men a broader vision and is spreading a spirit of progress

Do you remember the rumble seat which came out shortly after SAJ's birth in 1921? The youngsters of the '20's and the '30's had it up and in use just as fast as today's young people put the convertible top down when spring weather arrives. Known popularly as the "mother-in-law" seat, the rumble seat disappeared shortly before World War II. Today's hardtop is the closest body style kin to the rumble seat car.



which makes it a tremendous factor in developing our vast potential resources.

"The motor truck is just beginning to reveal some of its wonderful possibilities in the way of speeding up distribution, making raw materials available for manufacture and cutting down the cost of marketing farm products.

"These two efficient aids to the rapid development of the South's resources are not only building better business but they are making better citizens. And to them might be added the farm tractor, which promises a veritable transformation in Southern agriculture."

In the ensuing 40 years the industrial and commercial growth of the South has been phenomenal, almost unbelievable. With the progress in diversified farming and the introduction of crops other than cotton, such as tobacco, wheat, corn and live stock, the annual farm income has increased from approximately \$2 billion to over \$12 billion.

The South is now producing more than half of the total country's income from mines, quarries, wells, etc. Of major importance in this record is the region's predominant share of petroleum, natural gas, coal, aluminum, magnesium and other metals. The mineral income in 1959 amounted to approximately \$10 billion.

But it is in the realm of manufacture that the South is showing and will continue to show its greatest gain. The South's economy has developed to the extent that the value of its manufactured products is now many times the value of its farm and mineral products. Today's value



Maybe this was the grandpop of all station wagons. Built by a creative Texan on a Model T chassis, this vehicle gave the owner and his wife a home on wheels that traveled thousands of miles before and after this picture was taken in 1921—the year SAJ first breathed ink.

of Southern manufactured products is well over \$65 billion annually—more than six times greater than in 1921.

The South is continuing to lead the nation in industrial expansion. In recent years a new multi-million-dollar plant or addition has been begun in the South and Southwest for every working day in the year, and the record for 1961 will be equally as impressive.

This continuing industrialization and new diversified economy have brought significant increases in income payments to individuals in the South. The income level of the

Southern states in 1921 was one-half that of the nation. By 1959 it had risen to 80% of the national average and the subsequent gains in the South have been the largest of any region.

Our editors in 1921 wrote:

"Because of the tremendously important service which the Southern automotive trade is rendering, its future growth can scarcely be visualized."

The motor vehicles in the South since then have multiplied ten fold. Registrations now total 25,505,000, or 34.7% of the total in the country, compared with 27.6% of the total in 1921. The South is continuing to lead the nation in gains in registrations, and during the past ten years 38.9% of the country's total increase in registrations has been in the South.

Gasoline consumption figures also reflect the increase in prosperity in the South. The gain in gasoline consumption in this region in recent years has been considerably greater than for the country as a whole. Comparing gasoline consumption with motor vehicles registered in the South shows 923 gallons of gasoline consumed per motor vehicle per year, or 94 gallons (or 11.3%) more per year than the average motor vehicle in the rest of the country.

Southern vehicles are driven further annually and the tourist trade adds to the gasoline consumption. This means more replacement parts and service sales and more opportunity for profit per motor vehicle

(Continued on page 104)

"E-M-F Is Here" says this banner over the front of this Birmingham, Ala., dealership a decade before SAJ first appeared in 1921. You could also buy a brand-new, streamlined Maxwell here back in those days.



Early Texas Automotive Days

IN ONE capacity or another I have been connected with the Ford Motor Co. for the past 47 years, starting in 1913 as parts manager in the Dallas, Texas, branch.

The truth is that when I took that job I didn't know a radiator from a rear wheel. I was that ignorant of the automotive business. Couldn't even drive an automobile at the time.

Six years later, however, due to a somewhat fortunate chain of developments—and my own persistence—I was partner in a dealership in Ranger, Texas. Not much genius was required on the part of anyone connected with the automobile business to recognize the opportunity offered by a dealership. So this partnership was the first step toward realization of an ambition that was born when Ford got out of the retail business.

But soon after opening in Ranger—in the early 1920's—I jeopardized the future of this new dealership by selling a car across the Eastland County line, in direct violation of territorial restrictions.

At that time, of course, this was a serious offense. We had absolutely closed territory. Our contract came with a cutout section of the map of Texas, showing exact territory lines, so it wasn't an innocent violation. Whereupon the Ford people called me into the Dallas office and told me if it happened again they would pick up my contract.

I got an eating out and I had it coming. But, in my opinion, if we had the same restrictions now we would have higher class dealers and

By **EDWARD R. MAHER**

Ed Maher, Inc. (Ford)
Dallas, Texas

higher class salesmen. It is my conviction that with closed territories, dealers would sell as many cars in an ethical manner as they do now. There will be a dearth of capital flowing into the automobile business unless the situation is changed, and only factories can charge it.

If the fellow down the street runs a cutthroat business, I have to meet his competition, don't I?

When I first went to work for Ford in 1913 the Dallas branch was a retail operation, just about like a dealership is now, and it continued to function that way for two or three years. Then one day there came from Detroit a telegram that

abolished the operation as a retail branch. This was along about 1915 or 1916, I believe, although I can't be certain about the year.

Anyhow, the telegram also specified that the four or five top salesmen of the branch could have dealerships—provided they could finance them—with a choice of locations according to sales records. I tried to get into a partnership with one of the salesmen, but couldn't raise the money.

Later on I became service manager for the branch and also became well acquainted with Morris Leveille, then the Dallas branch superintendent. And by 1919 we worked out a deal whereby we established a dealership in Ranger as the Leveille-Maher Motor Co. It was unusually good territory then for the famous oil boom of that

A lot of automotive water has poured over the dam since the days of Leveille-Maher Motor Co. in Ranger (below) until today in downtown Dallas where the Ed Maher dealership (bottom photo) fronts on more than half a block of a busy street in the Texas metropolis.



Dealers Will Drool!

In these days when some dealers want back the old days of territory security (and some don't, though), you'll start drooling for the times mentioned by this old timer when profit was something being realized and not something which could be realized IF, etc.

region was going full blast. We went out there and rented a sheet-iron building to start in, then came back to Dallas for automobiles.

The first three cars we got were driven out to Ranger by Leveille and me and a third driver whose identity I don't recall. It is 140 miles out there, no paved roads then, mud all the way, when we made that first drive. We left Dallas at noon on a Friday and got to Ranger late Saturday afternoon. We were tired, so we just parked the cars in front of the hotel and hung "For Sale" signs on them, mud and all.

We sat around the hotel for about an hour before we were approached by a burly individual who inquired if those were our cars. He turned out to be a tool dresser. That was before rotary drilling and the probabilities are a tool dresser in Ranger in 1919 might make \$50 a day. My memory isn't clear on that, but, anyhow, when we told him the price he pulled out a roll, peeled off the necessary amount and drove one car away. Before nightfall we sold the second car.

Some may wonder why we didn't ship the cars by railroad freight and the answer is, we couldn't. There was a railroad embargo against everything except oil field equipment and supplies, and necessities of life. It was a boom of such proportions that even with an embargo the railroads, with limited trackage, couldn't begin to satisfy the oil companies.

One night in Ranger the telephone got me out of bed at 11 o'clock. The voice on the other end identified itself as belonging to a physician who had to have a car immediately, as there were sick people throughout the countryside who needed his attention that night. He insisted that we meet him at the dealership.

Edward R. Maher was born in 1891 in Chicago of parents born in Ireland. He attended Holy Angels Academy in Chicago and moved to Texas in 1911. He will be 70 years of age this year and appears to be as vigorous physically and mentally as a man of 50.

Many people in the Ford Motor Co. in Detroit and many dealers throughout the country who know him understand that he wants his name pronounced correctly, as if it were spelled Marr. He is one of the top Ford dealers in the world and the late Henry Ford gave him credit for originating the idea of the Ford Merchandising School in Detroit.

After 11 years in the Ranger, Texas, dealership, Maher returned to Dallas in 1930 and established Ed Maher, Inc., in what is known as the Oak Cliff section. In 1933 he moved to another location in that area, where his two sons, Tom and Louis, now operate their own Ford dealership under the name of Maher Brothers. That dealership came into existence after Ford Motor Co. pointed out to Maher the advantages of operating a big downtown dealership, so Ed Maher, Inc., now functions within the shadows cast by a dozen towering office buildings.

He's done a lot more than sell cars. He has contributed his time, effort and money generously to many civic projects.



For 42 years a Ford dealer, this Texan compares today with yesterday and offers his ideas on how to beef up dealerships.

Leveille and I dressed and went down and on the curb in front of our place sat a man dressed in khaki. He explained he recently had been discharged from military service and that his car had been stolen earlier that night. We were a bit suspicious of him, since he proposed to give us a check. But he assured us the check could be cashed that same night at an eating establishment well known to us. So we sold him a model T roadster and the check turned out to be good. Later that man became the Maher family physician and brought three of my children into the world.

The model T roadster we sold that night listed under \$300, with no tax. The usual profit on such a sale was \$60—all 100-cent dollars and all profit. In 99 cases out of

100, however, total profit on one such sale was \$100 to \$110 by the time all the necessary—or desired—accessories were added, such as locking steering wheel, fender brace and bumper combinations, tool kit, shock absorbers and such items, and I wish we had some of that business today.

Furthermore, there were no losses on trade-ins. Actually, trade-ins were few and far between, but on the used cars he did take in, a dealer always made money.

We actually made 25% gross profit at retail, less freight. Now a \$2,500 car is often sold for cost plus \$50, in which cases the average gross profit is seven or eight per cent. Of course, there is more money involved now. And a dealership is much more complicated.

Look at the options you have on cars, trucks! Look at parts! It used to be that a shirttail-full of parts would put you in business. Now it requires the full time of one and a half persons to keep track of our parts stock.

And speaking of parts reminds me that out in Ranger we once sold a solid carload of parts to the Sinclair Oil and Gas Co. In Ranger 40 years ago we had a big service volume. Took 15 to 18 mechanics to handle it, even in model T days. That was the oil fields, no paving outside the city limits and not much inside and they tore cars up pretty fast.

And what a difference in me—
(Continued on page 96)



The author, co-founder of The Automotive, Inc., poses with placard featuring company factors and top lines which were distributed to customers in 1926.

In Our 41 Years We Refused to Fill One Order

By MARSHALL L. YANTIS

President, The Automotive, Inc.
Fort Smith, Ark.

The company of this automotive "dean" opened in the accessory business in January 1920. From those days in a small building to the half-block-long plant of 63,000 square feet of space a lot of things happened, as the author recalls here for you.

IN THE 41 years this firm has been in business there has been but one occasion that I remember when we flatly refused to fill an order for an eligible customer.

This was in 1929. We had graduated from the accessory to the parts business a few years previously. By 1929 we were a pretty-well-stocked house with one branch store, but even then we didn't have the know-how to fill this particular order.

A garageman in Stigler, Okla., sent us the lid from a tin can. He had cut the lid to size and with it came an order. He wrote: "Send me a set

of piston rings this size."

It is hardly necessary to relate that we sent back his can lid and his order and asked for more specific information. The days of such orders and those similar, when a man wanted a "whatchacallit to go on the thingamajig" are behind us for good and all, I hope. For the industry has grown up.

We take some pride here at The Automotive, Inc., in the belief that we have grown along with the industry, for we now have 47 branch stores in Arkansas, Oklahoma and Texas. That does not mean 47 loca-

tions in as many communities, for we have several dual operations.

What is not too well known about The Automotive, Inc., is that it is, in a sense, the offshoot of a Fort Smith tire business.

In 1915 at the age of 22 I was instrumental in launching a tire business here, with an associate, under the name of the Yantis-Harper Co. The business still operates in Fort Smith under that name, but my interest was disposed of only a few years ago.

As tire dealers, we naturally came into contact with car dealers and



eventually came to know them all rather well. The result was an informal sort of luncheon club, with no name or rules. We just got together for lunch whenever we could and discussed business. And these discussions resulted in the unanimous conclusion that Fort Smith was sending too much money out of town for the accessories that were so much in demand for automobiles at the time.

This conclusion crystallized in January of 1920 into organization of the Fort Smith Automotive Supply Co. and in addition to me, a number of car dealers were among the original stockholders.

This firm was created exclusively as an accessory business, for that was the hottest market of the day. From that to parts was a transition I will deal with later.

The name, incidentally — Fort Smith Automotive Supply Co. — proved to be a handicap. That was because it was difficult for a mechanic—talented in the use of hand tools, but unskilled in the use of pen and ink—to get all that name on the proper line of a check.

So after a couple of years or so we saw the error of our ways in that respect and decided to make it easier on the customers. We changed it, for trade purposes, to The Automotive. It was not until 1930 that we added the Inc. and made The Automotive, Inc., our corporate name. I am sure the trade welcomed that original name change.

Our roughest year was 1920. Jobbers of today think nothing of price

In this building, now occupied by a shirt manufacturer, Fort Smith Automotive Supply Co. (later The Automotive, Inc.) got its start. The present headquarters, serving 47 branches in Arkansas, Oklahoma and Texas, appears on the opposite page.



President Yantis thinks the reception-room wallpaper motif is appropriate for his firm, which is now in its 41st year. The well-known figure in the automotive aftermarket appears here with Sales Manager W. M. Chumley.

protection. Well, in 1920, none had ever heard of price protection, or obsolescence, either. That year we printed our Catalog No. 1, 192 pages of it, plus covers, in three sections, profusely illustrated, and I still keep a copy of that catalog here in the desk. I don't remember what it cost, but it was one of the big items of expense and an item that made the going rough that first year. For we distributed 1,500 copies throughout the trade area. The next year, 1921, was also rough going—so rough that the directors were forced to float a loan.

After that year things began to brighten for us and eventually we were buying artillery wheels in carload lots. By artillery wheels I refer to the early Ford and other wheels with wooden spokes and rims permanently attached. Roads of those days—and the drivers—broke thousands upon thousands of wheels and if one of those permanent clincher rims was dented on a rock, or otherwise damaged, it wasn't just a matter of replacing a rim. You had to put on a whole new wheel.

There was another number we also bought by the carload lot. That was the front fender brace and bumper combination. You positively had to have that fender brace on the early Model T. We were buying these, and most other accessories, at 50 and 10 and selling at 33 1/3 off.

Lest I forget, there was another accessory item that was very hot. It was a must for every Ford owner if

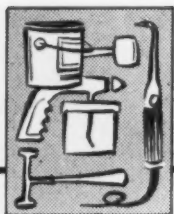
he wanted to be sure to find his car where he parked it, for there was no ignition lock then. That item was the locking steering wheel, of which there were two types. One locked so it would not turn at all. Another type locked in such a position so that it turned freely, with no engagement whatsoever on the steering column.

It was great business while it lasted, but it didn't last too long. This accessory market began to disappear before the mid-1920's and I won't go into much detail about where it disappeared to. The Motometer used to be a great accessory item. For the benefit of the younger generation I will explain it was what amounted to the more recent heat indicator on the dash. It fitted into the radiator when the radiator cap was removed and was big enough for the heat warning to be seen from the driver's seat.

The Motometer market faded when heat indicators went on the dash panel. Locking steering wheels did a fade-out when ignition locks made their advent. Bumpers were added at the point of assembly and larger trunks appeared, so there was no need of the luggage rack that attached to the running board—something you don't see any more. And so it went.

All of this brought us to a day of decision. The accessory market was melting away beneath us. Should we quit? Or make the transition into a parts business, about which we knew

(Continued on page 102)



BODY SHOP OPERATIONS

Lancer and Valiant Bodies

MANY of us "ole timers" are finding out that we can't keep on doing jobs the same "old" way.

Trying to use "old" methods on some of the new units only leads to trouble and comebacks—and neither has ever profited anyone.

New and different designs call for different service techniques. In order to apply the correct technique and/or procedure, we must first understand the basic construction and operation of the unit that is to be serviced.

The Lancer and Valiant bodies differ in many respects from others and therefore require certain specified service procedures if the job is to be done profitably.

By E. M. LOWERY

Technical Editor

For instance, these bodies and frames (Fig. 1) are combined into a welded and reinforced shell of exceptional strength and twist resistance. Sturdy reinforcements are used throughout the lower body structure to carry driving, braking and suspension loads. They are formed of heavy box sections which distribute the major road forces to broad areas of the body structure. The box sections also provide solid supports for the bumpers, springs and shock absorbers.

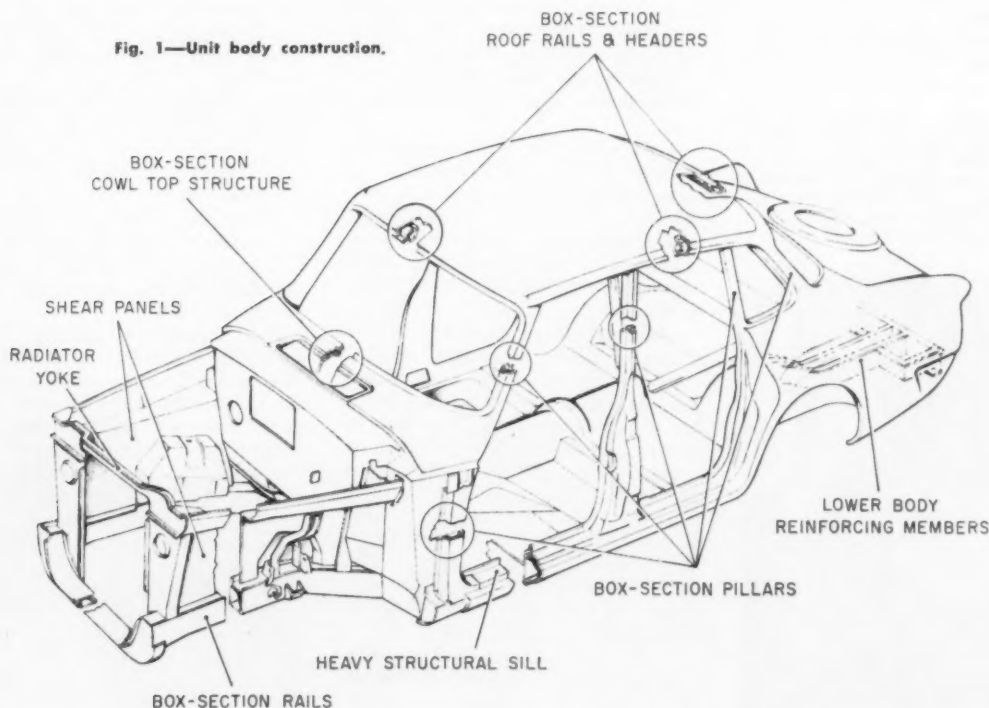
All door pillars, sills, roof rails,

windshield headers and belt line rails are fully boxed to provide maximum strength. The heavy gauge front fender side shields are welded to the dash panel, side sills and radiator yoke to form a rigid front end structure. The side shields also protect the engine from road splash. The deck lid and hood are reinforced for greater strength, rigidity and twist resistance.

More than 5,300 spot welds and seam welds are used to join the many steel stampings which make up the body structure.

Two structural members are bolted in place. One is the K-shaped engine support crossmember and the other is the short member which

Fig. 1—Unit body construction.



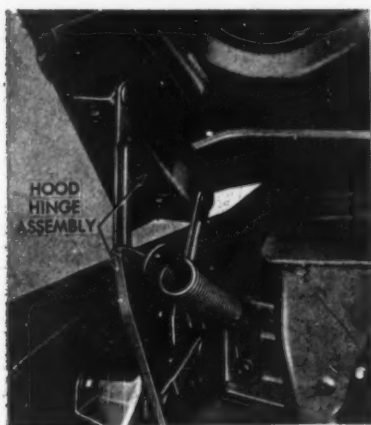


Fig. 2—Hood hinge adjustments.

supports the transmission. The front fenders and grilles are attached with bolts which provide easy and low-cost replacement.

The bodies are treated to a very intensive seven-stage immersion anti-corrosion and rustproofing process.

Hoisting the vehicle:

Special care should be taken when it is necessary to raise the car. Conventional hydraulic hoists may be used after determining that the adapter plates will make firm contact with the lower control arms and rear axle housing.

Frame-contact hoists may be used providing the car is properly positioned so that supporting contact will be made at the heavy box sections of the body.

Jacking the vehicle:

When jacking up the car for tire changing or other minor repairs, specific areas and methods must be used.

Do not attempt to raise one entire side of the car by placing a jack



Fig. 3—Hood to fender adjustments.

midway between a front and rear wheel. This procedure may result in permanent damage to the body.

When a roll-type jack or stationary stands are used to support the body, they must be placed at the specified support areas.

A bumper-type jack may be used at the parking lamp or taillamp area of both front and rear bumper face bars.

Servicing the hood, hood lock and hinges:

The hood is attached to the cowl panel through two counterbalanced hinges (Fig. 2). The attaching bolt holes of the hinges are oversize, permitting movement of both the hinge and the hood panel.

Hood removal:

Prop up the front edge of hood in full-open position.

Scribe location of hinge on hood panel.

With the aid of an assistant, remove the hood attaching bolts from both hinges.

Remove hood from car.

Hood installation:

With the aid of an assistant place

hood on hood hinges and install attaching bolts.

Align scribe marks and tighten attaching bolts to 180 inch pounds.

Close hood and check alignment at all edges.

Hood alignment:

Prior to making any hood adjustments, inspect and note clearances and alignment of all sides of the hood in relation to cowl, fenders and grille. The cowl adjustment must be made first.

Cowl alignment:

Inspect cowl alignment for tightness, looseness, uneven gap and high or low elevation at the corners.

Prior to adjustment, scribe the hinge position on the hood.

Loosen hood attaching bolts (Fig. 2) and move hood to desired position to correct alignment at cowl.

Tighten attaching bolts to 180 inch pounds.

Recheck hood and cowl alignment. If corners of the hood are found to be high or low in relation to cowl panel, scribe hinge location on the cowl panel.

Loosen hinge attaching bolts (Fig. 2) and raise or lower the hinge flush with cowl.

(After above step, if rear of hood and fender are not flush, it will be necessary to reset the fender to align with cowl and hood.)

Hood to fender:

After completing previous step, inspect front of hood to fender clearance. This clearance is adjusted by the addition or subtraction of shims between the fender and radiator support (Fig. 3). The height of the hood to fender can be adjusted by removing the hood bumper (Fig. 3) and turning the adjusting screw in or out. It may also be necessary to loosen the fender attaching bolts and move the fender up or down to

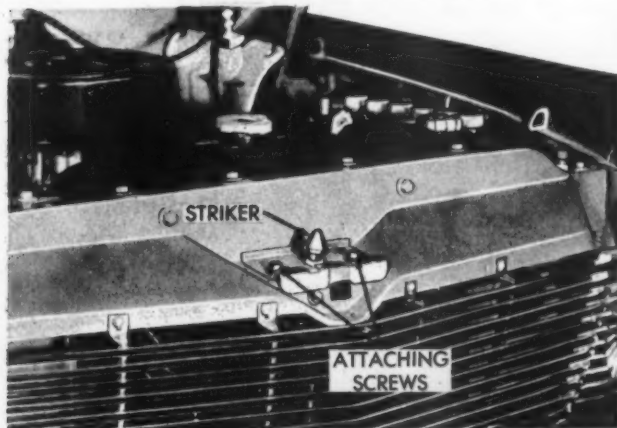


Fig. 4—Hood striker and mounting plate.



Fig. 5—Deck lid adjustments.

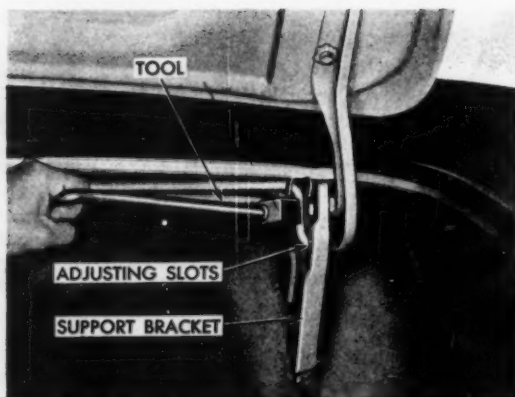


Fig. 6—Removing or installing typical torsion bar.

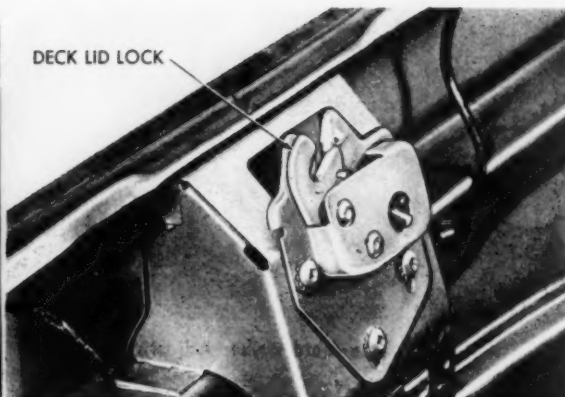


Fig. 7—Deck lid lock adjustment.

the desired position.

Hood to grille:

The height of the hood to grille clearance may be adjusted by lengthening or shortening the hood striker stud (Fig. 4). The mounting plate of the hood striker stud is adjustable to insure alignment with the hood lock.

Hood lock removal:

The hinge bracket of the deck lid is slotted to permit up-and-down adjustment, while the corresponding holes in the deck lid hinge arms are slotted to permit fore-and-aft adjustment (Fig. 5). The deck lid weight is balanced by two torsion bars.

Replacement:

Scribe the hinge location for ref-

Deck lid torsion bar replacement: Using holding tool C-3449 installed on torsion bar, pry torsion bar out of adjustment slots (Fig. 6).

Unwind the torsion bar.

Unhook the torsion bar from the support bracket.

Push the torsion bar out of the roller in the hinge arm and remove torsion bar from the hinge support.

To install torsion bar, insert bar into the hinge support.

Insert end of torsion bar into roller in hinge arm.

Hook torsion bar into support bracket.

Using holding tool C-3449, wind torsion bar and insert end of bar into first adjusting slot.

Place the deck lid in various open positions and check tension of torsion bars.

Adjust torsion bars progressively until deck lid stays in open position.

Deck lid lock adjustment:

Vertical adjustment of the deck lid lock is made at the lock attaching screws (Fig. 7). The side adjustment is made at the deck lid striker attaching bolts (Fig. 8).

Deck lid lock cylinder:

The deck lid lock cylinder is retained in the body by a spring steel "U" shaped clip attached from within the body.

February: Headlining Service

Removing and replacing the various types of headlining, often made necessary in order to repair roof panels, is to spread out here next month for you.

The hood lock assembly is composed of two parts: The hood release handle and safety catch mounted to the hood panel and the striker assembly mounted on the grille support and deflector panel.

Remove the three hood latch attaching screws and remove the hood latch assembly from the hood, as shown in Figure 4.

Remove the two striker plate attaching screws and remove striker and plate from grille support panel.

Installation:

Position hood latch assembly in hood panel and install the three attaching screws finger-tight.

Install striker and plate on grille support panel and install attaching screws finger-tight.

Center striker and plate and tighten attaching screws to 180 inch pounds.

Lower hood to near-closed position and align latch assembly with striker. Tighten attaching screws to 180 inch pounds.

Deck lid service:

erence on reassembly.

With an assistant supporting one side of the deck lid, remove the hinge to deck lid attaching bolts.

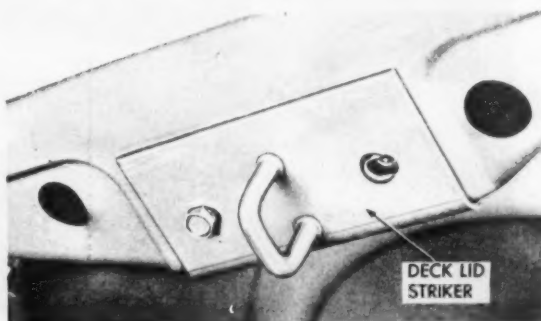
Remove the deck lid from the car.

With an assistant supporting one side of the deck lid, place the deck lid on the hinge arms.

Install attaching bolts and align scribe marks.

Tighten attaching bolts to 115 inch pounds.

Fig. 8—Deck lid striker adjustment.



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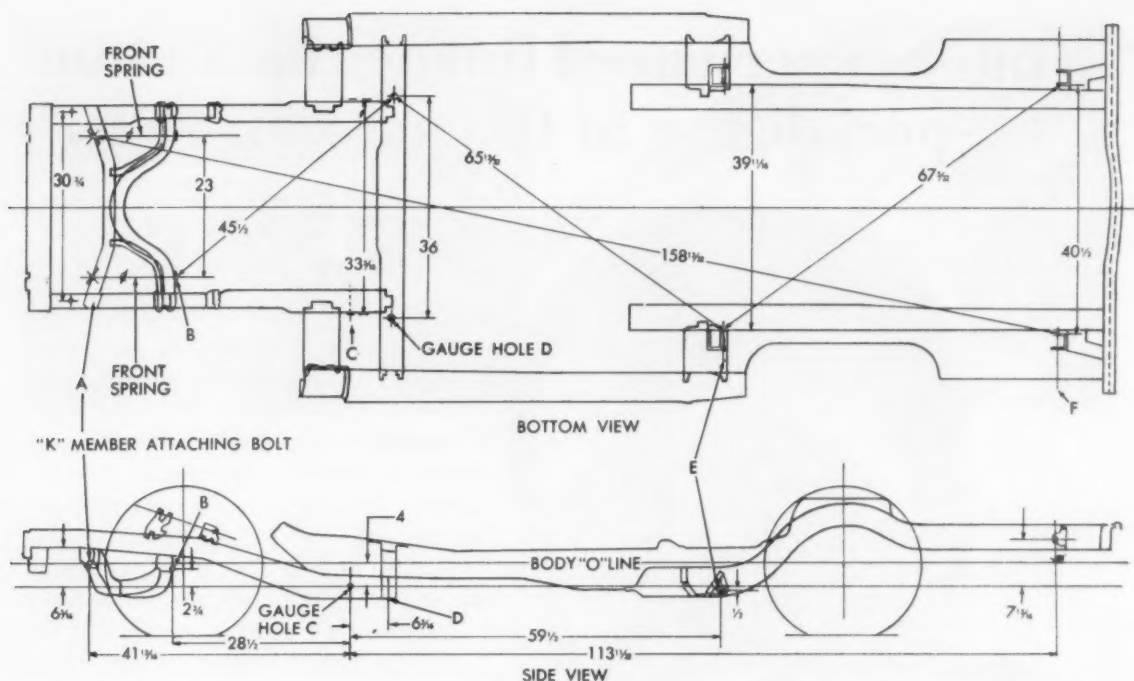


Fig. 9—Body alignment.

Radiator grille service:

Removal:

Remove upper center molding screws and cap.

Remove both upper grille moldings.

From under the front bumper face bar, remove the lower molding center cap attaching nuts and washers.

Remove molding cap.

Remove the grille molding attaching nuts and washers from deflector shield.

Remove the grille side molding upper attaching screws.

Remove the radiator grille attaching screws and remove the grille.

Installation:

Place grille assembly in opening and install attaching screws.

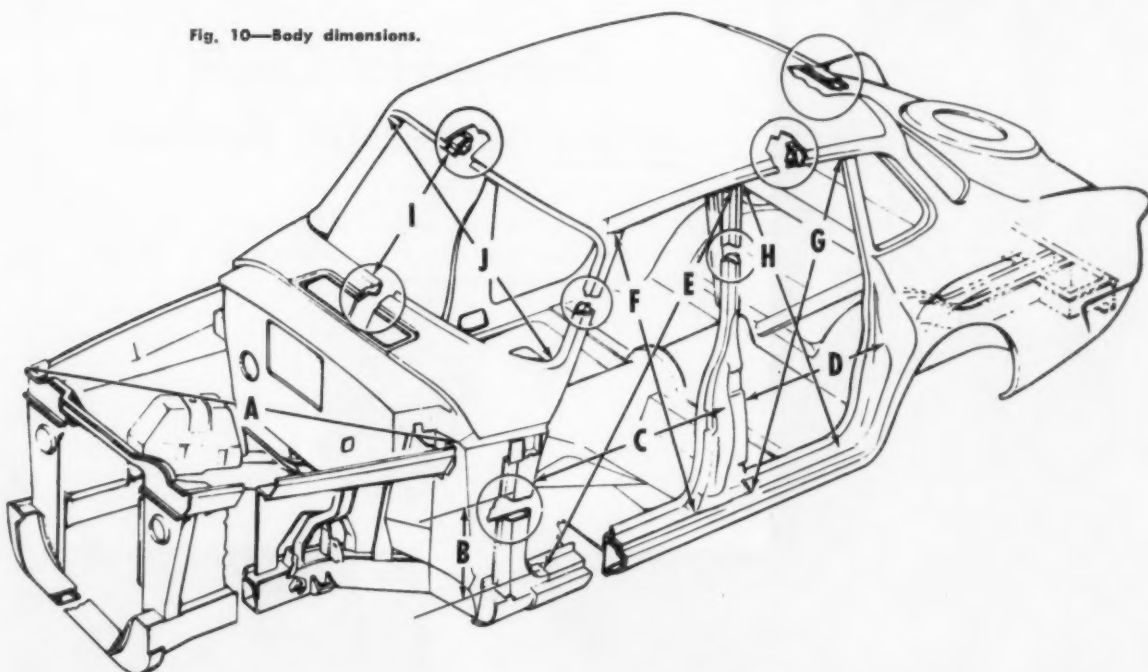
Install side moldings and attaching nuts and washers.

Install lower center molding cap, attaching nuts and washers.

Install upper moldings, center cap and attaching screws.

(Continued on page 82)

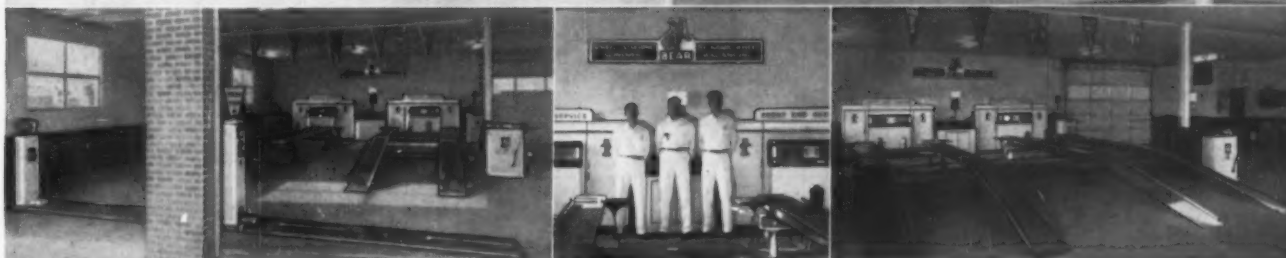
Fig. 10—Body dimensions.



Bear success formula WINS AGAIN!



Exterior of the Bennett's Shop in Bossier City, Louisiana. The building has been doubled in size since this photo was made. Note the business-building Bear Signs.



Customers drive over the 240 Scuff Testers when they enter the Bennett Shop. They are "sold" before they reach the Bear Alinement Racks and Telaliners.

Dave Bennett on the left, Chuck Bennett on the right and a brother-in-law, Huey Duncan in the center, wear white uniforms to match the clean, bright shop.

Bright, spacious shop with modern Bear Racks and TV-like Telaliner Units attract new business to the shop. Two Off-the-Car Bear Balancers increase brake business.

from "scratch" to \$45,000 gross in 10 months

Without previous experience!

* HERE'S THE STORY:

Dave and Chuck Bennett of Bossier City, Louisiana, are living proof that the Bear Success Formula works! *LOOK at what they have accomplished in less than a year:*

- ★ Netted 50.53% PROFIT—or \$22,600 in 10 months!
- ★ Grew from a 3-man crew to 6-man crew!
- ★ Doubled the size of their original shop!
- ★ Opened a separate heavy-duty truck shop!
- ★ Added a third Bear Rack and Telaliner Service!
- ★ Added a Bear Heavy-Duty Rack, a Truck Wheel Balancer and Heavy-Duty Drive-Over Tester!
- ★ Both attended the Bear School in Rock Island!
- ★ Do all work by appointment only!
- ★ Get all their business from Bear Signs and two Bear Drive-Over Testers!
- ★ Figure their expansion program will increase gross profit by one half, or \$6,700 per month!

THE BEAR SUCCESS FORMULA WILL WORK FOR YOU, TOO!

Equipment is only part of the Bear Success Formula...included with every Bear Service is training for your mechanics in the proper use of Equipment—organized working procedures—business promoting signs and advertising materials and a unique system for expanding your services as your business grows.

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1961 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

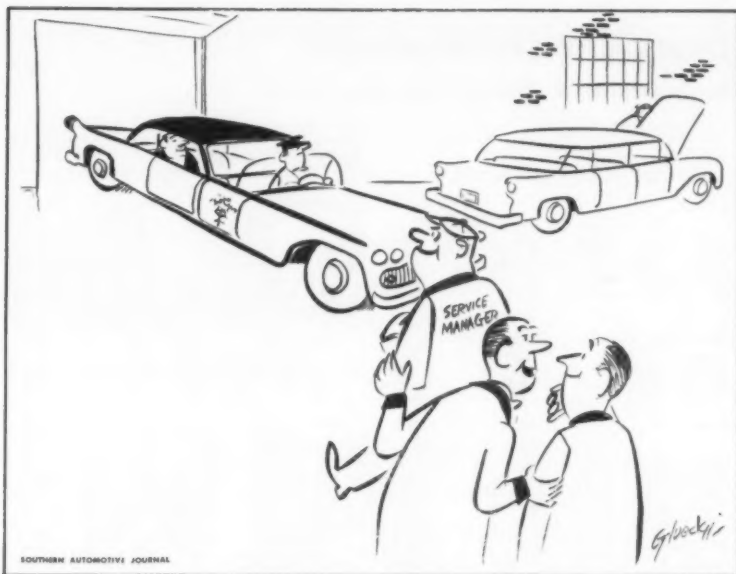
MAKE AND MODEL	Std. Wheelbase	TREAD		No. Cylinders and Valve Arrangement	Bore and Stroke	ENGINE			FLUID CAPACITIES					WHEEL ALIGNMENT			
		Front	Rear			Taxable H. P.	Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qtz.)	Transmission (Au.) (Pkt.)	Fuel Tank (Gals.)	Cooling System (No Heater) (Qtz.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Special	112	56	56	V81	3.50x2.80	39.2	155@4600	220@2400	215	8.8-1	4	12	16	12	-3/4	0 to 3/4	3/8 to 1/2
BUICK Le Sabre	123	62	61	V81	4.125x4.3	54.45	250@4400	364@2400	364	10.25-1	4	24	20	17	-1 1/2	3/4	3/8 to 1/2
BUICK Invicta	123	62	61	V81	4.1875x3.64	56.11	325@4400	445@2400	401	10.25-1	4	24	20	17	-1 1/2	3/4	3/8 to 1/2
BUICK Electra	126	62	61	V81	4.1875x3.64	56.11	325@4400	445@2400	401	10.25-1	4	24	20	17	-1 1/2	3/4	3/8 to 1/2
CADILLAC 62 Sedan, 62 Coupe, 62 Coupe de Ville, 62 Sedan de Ville, 60 Fleetwood, 62 Eldorado and Biarritz	129.5	61	61	V81	4x3.875	51.2	325@4800	430@3100	390	10.5-1	5	18	21	13 1/2	-1 1/2 to -1 1/2	F	3/8 to 1/4
CADILLAC Fleetwood 75	149.8	61	61	V81	4x3.875	51.2	325@4800	430@3100	390	10.5-1	5	18	21	13 1/2	-1 1/2 to -1 1/2	F	3/8 to 1/4
CHEVROLET 8	119	60.3	59.3	61	3.56x3.94	30.4	135@4000	217@2000	235.5	8.25-1	5	9	20	17	0 to +1/2	+30' to +30'	3/8 to 1/2
CHEVROLET 8 (283 cu. in.)	119	60.3	59.3	V81	3.875x3	48	170@4200	275@2200	283	8.5-1	4	9	20	17 1/2	0 to +1/2	+30' to +30'	3/8 to 1/2
CHEVROLET 8 (348 cu. in.)	119	60.3	59.3	V81	4.125x3.25	54.5	250@4400	355@2800	348	9.5-1	4	19	20	21	0 to +1/2	+30' to +30'	3/8 to 1/2
CHEVROLET Corvair	108	54	54	6A	3.4375x2.6	28.4			145	8-1	4	6	14	3 1/2 to 3 1/2	3/8 to 1/2	3/8 to 1/2	
CHEVROLET Corvette	102	57	59	V81	3.875x3	48	230@4800	300@3000	283	9.5-1	5	9	16.4	15 1/2	0 to +30'	3/8 to 1/2	0
CHRYSLER Newport	122	61	59.7	V81	4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	22	23	16	C	B	1/2
CHRYSLER Windsor	122	61	59.7	V81	4.25x3.38	57.8	305@4600	410@2400	383	10-1	5	22	23	16	C	B	1/2
CHRYSLER New Yorker	129	61.2	60	V81	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	22	23	16	C	B	1/2
CHRYSLER Imperial	129	61.8	62.2	V81	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	22	23	16	C	B	1/2
COMET (144.3 cu. in.)	114	55	54.5	61	3.5x2.5	29.4	85@4200	134@2000	144.3	8.7-1	3 1/2	15	14	8.7	1 1/2 to 1 1/2	0 to 1/2 to 1/2	3/8 to 1/2
COMET (170 cu. in.)	114	55	54.5	61	3.5x2.94	29.4	101@4400	156@2400	170	8.7-1	3.5	15	14	8.7	1 1/2 to 1 1/2	0 to 1/2 to 1/2	3/8 to 1/2
DE SOTO	122	61	59.7	V81	4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	22	20	16	C	B	1/2
DODGE Lancer	106.5	56	55.5	61	3.4x3.125	27.7	101@4400	155@2400	170	8.2-1	4	15	13	11	C	B	1/2
DODGE Dart 6	118	61.5	60.1	61	3.4x4.125	27.7	145@4000	215@2800	225	8.2-1	4	15	13	11	C	B	1/2
DODGE Dart 8	118	61.5	60.2	V81	3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	20	20	13	C	B	1/2
DODGE Polara	122	61.5	60.2	V81	4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	19	20	16	C	B	1/2
FORD Fairlane 6	119	61	60	61	3.62x3.6	31.54	135@4000	200@2000	223	8.4-1	4	20	20	15	+3/8	1/4 to 1	3/8 to 1/2
FORD Fairlane 500 8 and Galaxie (292 cu. in.)	119	61	60	V81	3.75x3.3	45	175@4200	279@2200	292	8.8-1	5	20	20	19	+3/8	1/4 to 1	3/8 to 1/2
FORD Fairlane 500 8 and Galaxie (352 cu. in.)	119	61	60	V81	4x3.5	51.2	220@4400	336@2400	352	8.9-1	5	20	20	19.5	+3/8	1/4 to 1	3/8 to 1/2
FORD Fairlane 500 8 and Galaxie (390 cu. in.)	119	61	60	V81	4.05x3.78	52.49	300@4600	428@2800	390	9.6-1	5	20	20	19.5	+3/8	1/4 to 1	3/8 to 1/2
FORD Falcon (170 cu. in.)	109.5	55	54.5	61	3.5x2.94	29.4	101@4400	156@2400	170	8.7-1	4 1/2	12 1/2	14	8.7	+1 1/2	3/4 to 1	3/8 to 1/2
FORD Thunderbird	113	61	60	V81	4.05x3.78	52.49	300@4600	427@2800	390	9.6-1	5	20	20	19.5	-1/4 to -1 1/4	0 to +1	3/8 to 1/2
FORD Falcon (144.3 cu. in.)	109.5	55	54.5	61	3.5x2.5	29.4	85@4200	138@2000	144.3	8.7-1	4 1/2	13 1/2	14	8.7	-1/4 to -1 1/4	0 to +1	3/8 to 1/2
LINCOLN Continental	123	62.1	61	V81	4.3x4.7	59.17	300@4100	465@2000	430	10-1	5	23	21	22	0 to -90'	0 to 45'	.063 to .188
MERCURY Meteor 600	120	61	60	61	3.62x3.6	31.54	135@4000	200@2000	223	8.4-1	4	19	20	15	+3/8	+1/4 to +1	3/8 to 1/2
MERCURY Meteor 800 and Monterey (292 cu. in.)	120	61	60	V81	3.75x3.3	45	175@4200	279@2200	292	8.8-1	5	20	20	19	+3/8	+1/4 to +1	3/8 to 1/2
MERCURY Meteor 800 and Monterey (352 cu. in.)	120	61	60	V81	4x3.5	51.2	220@4400	336@2400	352	8.9-1	5	20	20	19.5	+3/8	+1/4 to +1	3/8 to 1/2
MERCURY Meteor 800 and Monterey (390 cu. in.)	120	61	60	V81	4.05x3.78	52.5	300@4600	427@2800	390	9.6-1	5	20	20	19.5	+3/8	+1/4 to +1	3/8 to 1/2
OLDSMOBILE F85	112	56	56	V81	3.5x2.8	39.2	155@4800	210@3200	215	8.75-1	4	12	16	11	-1/2 to -1 1/2	0 to +3/8	3/8
OLDSMOBILE 88	123	61	61	V81	4.125x3.687	54	250@4200	405@2400	394	8.75-1	4	11	20	19 1/2	0 to -1	-1/4 to +3/8	0 to 1/2
OLDSMOBILE Super 88	123	61	61	V81	4.125x3.687	54	325@4600	435@2800	394	10-1	4	11	20	19 1/2	0 to -1	-1/4 to +3/8	0 to 1/2
OLDSMOBILE 98	126	61	61	V81	4.125x3.687	54	325@4600	435@2800	394	10-1	4	11	20	19 1/2	0 to -1	-1/4 to +3/8	0 to 1/2
PLYMOUTH 6 Savoy, Belvedere and Fury	118	60.9	59.6	61	3.4x4.125	27.7	145@4000	215@2800	225	8.2-1	4	15	20	13	C	B	3/8
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.6	V81	3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	20	20	20	C	B	1/2
PLYMOUTH Super Fury 8	118	60.9	59.6	V81	3.91x3.31	48.9	300@4600	345@2800	318	9-1	5	19	20	20	C	B	1/2
PLYMOUTH Valiant	106.5	56	55.5	61	3.4x3.125	27.7	101@4400	155@2400	170	8.2-1	4	15	13	11	C	B	1/2
PONTIAC Catalina and Ventura	119	62.5	62.5	V81	4.06x3.75	52.8	215@3600	390@2000	389	8.6-1	4	12	25	18 1/2	-1 1/2 to 1 1/2	+1/2 to 1 1/2	0 to 1/2
PONTIAC Star Chief and Bonneville	123	62.5	62.5	V81	4.06x3.75	52.8	235@3600	402@2000	389	8.6-1	4	18	25	18 1/2	-1 1/2 to 1 1/2	+1/2 to 1 1/2	0 to 1/2
PONTIAC Tempest 4	112	56.8	56.8	41	4.6x3.75	26.4	100@3800	190@2000	194.5	8.6-1	4	4	15.5	11.6	-1.40' to +1 1/2	+0.8' to +1 1/2	0 to 1/2
PONTIAC Tempest 8	112	56.8	56.8	V81	3.5x2.8	39.2	155@4600	220@2400	215	8.8-1	4	4	15.5	11.6	-1.40' to +1 1/2	+0.8' to +1 1/2	0 to 1/2
RAMBLER American—De Luxe and Super	100	54.62	55	61	3.125x4.25	23.44	90@3800	160@1600	195.6	8-1	4	20	20	11	D	0 Prt.	3/8 to 1/2
RAMBLER American Custom	100	54.62	55	61	3.125x4.25	23.44	125@4200	180@1600	195.6	8.7-1	4	20	20	10	D	0 Prt.	3/8 to 1/2
RAMBLER 8	108	57.75	58	61	3.125x4.25	23.44	127@4200	180@1600	195.6	8.7-1	4	20	20	9 1/2	E	0 Prt.	3/8 to 1/2
RAMBLER 8	108	58.75	59.12	V81	3.5x3.25	39.2	200@4900	245@2500	250	8.7-1	4	20	20	19	E	0 Prt.	3/8 to 1/2
RAMBLER Ambassador	117	57.75	59.12	V81	4x3.25	51.2	250@4700	340@2600	327	8.7-1	4	22	20	18	E	0 Prt.	3/8 to 1/2
STUDEBAKER Lark 8	108.5	57.37	56.56	61	3x4	21.6	112@4500	154@2000	169.6	8.5-1	5	18	18	11	+1/2, 0 Prt.	0 to +1	3/8 to 1/2
STUDEBAKER Lark 8	108.5	57.37	56.56	V81	3.56x3.25	40.6	180@4500	260@2800	259.2	8.8-1	5	18	18	17	+1/2, 0 Prt.	0 to +1	3/8 to 1/2
STUDEBAKER Hawk Coupe	120.5	57.37	56.56	V81	3.56x3.62	40.6	210@4500	300@2800	289	8.8-1	5	18	18	17	-1 1/2 to -3	0 to +3/8	3/8 to 1/2

ABBREVIATIONS

A—Horizontally opposed.
B—Left +1/2, right +1/4.
C—Power steering +1/2 to 1/2.
Manual +1/2.

D—Manual steering +1/2 Prt.
Power steering +2 Prt.
E—Manual steering +1/2 Prt.
Power steering +1 Prt.
F—Left +1/2 to 1/2, right +1/2 to 1/2.

I—Valve-in-head
L—L-head.
Prt.—Preferred.



"Now's a good time to hit him for a raise, Mac."

Garagemen of Texas Urged to Leadership

INDEPENDENT garagemen must lift themselves to positions of leadership in the industry to survive competition of the 1960's, according to Yancy Robertson, Dallas, president of the Automotive Wholesalers of Texas, who was principal and only non-member speaker at the last formal meeting of the year for the Texas Independent Garage Owners of America.

In Fort Worth on Dec. 10 the garagemen held the last of their four meetings for members of the board of directors, with 25 board members in attendance from the four-state chapters of record at that time. These are Dallas, Fort Worth, Paris and Irving. The TIGOA general convention is scheduled for next spring.

Robertson's address was the only "open" portion of the meeting. After pointing out that growth of the area is twice as fast as the national average and that manpower will be the big challenge, Robertson said:

"Increased competition, with the use of modern merchandising methods by other competitive segments of the industry, makes it necessary for the automotive service man to look earnestly and honestly at his physical operation and determine the necessary steps to place himself in his rightful position as a leader in the automotive service repair business in his particular community.

"The ever-changing trends the automotive industry is experiencing, due to increased cost of operation,

make it imperative that you, as a garage owner, put forth every effort to develop a more efficient operation. The best information you can get will be supplied by your national association. I don't see how any garage owner can afford not to belong to IGOA. It costs money to be out of step today.

"Make an observation of your place of business. Do you need a little paint? Parking space? Signs? Plan for new customers. Consider specialized services. Plan for profit, plan for the future.

"Ahead of every garageman are additional opportunities, additional crises, many adjustments."

In their board meeting this group of garagemen, distinguished by national affiliation from the Independent Garagemen's Association of Texas, decided to investigate the possibility of group hospital and related insurance for Texas members.

The board also considered the possibility of arranging for one shop in each community where there is a chapter to stay open on a 24-hour basis, largely for the benefit of transients. The assignment of staying open around the clock would be passed around among members in each community and was discussed in terms of 30-day periods.

One recommendation of the board is to change the bylaws to admit allied members for \$50 a year instead of \$120. Bert Cook of Dallas, secretary-treasurer, reported there was much deliberation by committees during the one-day session, which did not break up until 11 p.m.

Officers of this Texas group are: Fred Bethel, Dallas, president; J. B. Smallwood, Fort Worth, first vice president; M. W. Wright, Dallas, second vice president; Dennis Dickerson, Paris, third vice president, and Cook.

Chrysler Elevates Henry L. Shuster

HENRY L. Shuster, who since 1956 had been midwestern area director for Chrysler Motors Corp., with responsibility for all passenger-car lines in 17 midwestern and western states, has been elevated to assistant general sales manager of Chrysler and Imperial Division.

Shuster joined the corporation in 1947 as a district manager in Wilkes-Barre, Pa., for De Soto. He was St. Louis regional manager in 1951 and eastern zone manager in 1955, covering Boston, Syracuse, Philadelphia and Charlotte, N.C.

Metropolitan Cars Now Have Long Warranty

AERICAN Motors Corp. has extended the Rambler 12-month or 12,000-mile warranty to its imported Metropolitan "1500" cars, according to Roy Abernethy, executive vice president.

The warranty became effective Dec. 1, Abernethy said, and applied to all Metropolitans in operation which were still within such warranty period regardless of whether they were registered as 1960 or 1961 models. The Metropolitan, available in hardtop and convertible models, is produced in England by Austin to American Motors' specifications.

Tri-County Elects Nelson

T. M. Nelson of Service Motor Sales, St. Matthews, is the new president of the Tri-County (Orangeburg, Calhoun and Bamberg) Automobile Dealers Association in South Carolina. Vice president is D. D. Salley, III, of D. D. Salley & Co., Orangeburg, and J. J. Smoak of Smoak Chevrolet-Pontiac, Bamberg, is secretary-treasurer.

Pensacolans Aid Breathing

In the names of customers and friends at Christmas-time, the members of the Pensacola (Fla.) Automotive Wholesalers Association presented respirator equipment to the local hospitals. The equipment formerly had not been available for local use.

1961 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP							Bat. Cap. & Ter. Grd.	FUEL SYSTEM		VALVES		
	Breaker Gap (d)	Cam Angle (Degrees)	Contact Arm Spring Tension (Ozs.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (d)	Spark Advance (Max. Centrif. (Degrees))		Carb. Mfr.	Fuel Pressure (Lbs.)	Tapet Clearance Intake (d)	Tapet Clearance Exhaust (d)	Intake Valve Opens b or at (Degrees)
BUICK Special	13-19	30±1	19-23	7.5@1050rpm	VD	30-35	17@2100	40N	RP	4½-5¼	Au	Au	29bte
BUICK Le Sabre	13-19	30±1	19-23	12@400	VD	30-35	22@3800	70N	RP-St	5-6¼	Au	Au	31bte
BUICK Invicta and Electra	13-19	30±1	19-23	12@400	VD	30-35	22@3800	70N	RP-Ca	5-6¼	Au	Au	33bte
CADILLAC (All Models)	16	28-32	19-23	5@480	VD	35	9@2000	70N	RP-Ca	5¼-6½	Au	Au	39bte
CHEVROLET 6	19	28-35	19-23	5bte	FW	33-38	10@1400	53N	RP	3½-4½	Au	Au	16bte
CHEVROLET V-8 (283 cu. in.)	19	26-33	19-23	4bte	VD	33-38	28@3750	53N	RP-Ca	5¼-6½	Au	Au	18bte
CHEVROLET V-8 (348 cu. in.)	19	26-33	19-23	8bte	VD	33-38	24@4600	61N	RP-Ca	5¼-6½	Au	Au	18½bte
CHEVROLET Corvair	19	32-34	19-23	4bte	CsP	35	32@3600a	35N	RP	5¼-6½	Au	Au	43bte
CHEVROLET Corvette	19	26-33	19-23	4bte	VD	33-38	28@3700	53N	Ca	5¼-6½	Au	Au	12½bte
CHRYSLER Newport	14-19	27-32	17-21.5	10bte	VD	35	24@4100	60N	St	4-5	Au	Au	15bte
CHRYSLER Windsor	14-19	27-32	17-21.5	10bte	VD	35	24@4100	60N	Ca	4-5	Au	Au	15bte
CHRYSLER New Yorker and Imperial	14-19	27-32	17-21.5	10bte	VD	35	21@4600	70N	Ca	4-5	Au	Au	15bte
COMET (144.3 cu. in.)	24-26	35-38	17-20	C	CsP	32-36	F	40N	Ho	4-5	16	16	15bte
COMET (170 cu. in.)	24-26	35-38	17-20	10@500	CsP	32-36	F	40N	Ho	4-5	16	16	15bte
DE SOTO	14-19	27-32	17-21.5	10bte	CsP	35	24@4100	60N	St	4-5	Au	Au	13bte
DODGE Lancer	17-23	40-45	17-21.5	2.5bte	CsP	35	27@3850	50N	Ca	4-5	10	20	8bte
DODGE Dart 6	17-23	40-45	17-21.5	2.5bte	CsP	35	25@4400	50N	Ca	4-5	10	20	8bte
DODGE Dart 8	14-19	27-32	17-21.5	5bte	CsP	35	23@4600x	50N	St	4-5	10	18	17bte
DODGE Polara	14-19	27-32	17-21.5	10bte	CsP	35	24@4100	60N	St	4-5	Au	Au	15bte
FORD Fairlane 6	24-28	35-38	17-20	10@500	VD	32-36	F	55N	Ho	4-5	19	19	23bte
FORD Fairlane 500 8 and Galaxie (292 cu. in.)	14-16	26-28½	17-20	10@500	VD	32-36	23@4000	55N	Ford	4½-5½	18	18	12bte
FORD Fairlane 500 8 and Galaxie (352 cu. in.)	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	65N	Ford	4½-5½	Au	Au	22bte
FORD Fairlane 500 8 and Galaxie (390 cu. in.)	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	65N	Ford	4½-5½	Au	Au	26bte
FORD Falcon (144.3 cu. in.)	24-26	35-38	17-20	C	CsP	32-36	F	40N	Ho	4-5	16	16	13bte
FORD Falcon (170 cu. in.)	24-26	35-38	17-20	4bte	CsP	32-36	0@0°	40N	Ho	4-5	16	16	15bte
FORD Thunderbird	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	65N	Ford	4½-5½	Au	Au	26bte
LINCOLN Continental	15	26-28½	17-20	6bte	VD	34	30@4000	80N	Ca	5-6	Au	Au	22bte
MERCURY Meteor 800	24-28	35-38	17-20	10@500	VD	32-36	F	55N	Ho	4-5	19	19	23bte
MERCURY Meteor 800 and Monterey (292 cu. in.)	14-16	26-28½	17-20	10@500	VD	32-36	23@4000	55N	Ford	4½-5½	18	18	12bte
MERCURY (352 cu. in.)	14-16	26-28½	17-20	6@500	VD	32-36	26@4000	65N	Ford	4½-5½	Au	Au	22bte
MERCURY (390 cu. in.)	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	65N	Ford	4½-5½	Au	Au	26bte
OLDSMOBILE F85	13-18	28-32	19-23	5bte	CsP	40	26@4200	40N	RP	4-5½	Au	Au	22bte
OLDSMOBILE Dynamic 88	16	28-32	19-23	5bte	VD	30	26@4400	60N	RP	5-6	Au	Au	14bte
OLDSMOBILE Super 98 and 98	16	28-32	19-23	5bte	VD	30	26@4400	70N	RP	5-6	Au	Au	11bte
PLYMOUTH 6 Savoy, Belvedere and Fury	17-23	40-45	17-21.5	25bte	CsP	35	25@4400	50N	Ca	4-5	10	20	8bte
PLYMOUTH 8 Savoy, Belvedere and Fury	14-19	27-32	17-21.5	5bte	CsP	35	20@4600	50N	Ca-St	4-5	10	18	17bte
PLYMOUTH Super Fury	14-19	27-32	17-21.5	10bte	CsP	35	19@4400	50N	Ca	4-5	10	18	13bte
PLYMOUTH Valiant	17-23	40-45	17-21.5	2.5bte	CsP	35	26@3850	50N	Ca	4-5	10	20	8bte
PONTIAC Catalina and Ventura	16	30±2	19-23	6bte	CsP	33-38	22@3600	K	RP	5¼-6½	Au	Au	14bte
PONTIAC Star Chief and Bonneville	16	30±2	19-23	6bte	CsP	33-38	20@2850	K	RP	5¼-6½	Au	Au	14bte
PONTIAC Tempest 4	13-19	28-32	19-23	6bte	CsP	33-38	22@3750	42N	RP	4-5¼	Au	Au	14bte/29bte
PONTIAC Tempest 6	13-19	28-32	19-23	5bte	VD	30-34	28@3700	42N	RP	4-5¼	Au	Au	14bte/29bte
RAMBLER American De Luxe and Super	17-22	37-21	17-22	3bte	VD	33-37	14@4000	40N	Ca	4-5½	16	18	10bte
RAMBLER American Custom	16	28-35	19-23	8bte	VD	33-37	22@4000	45N	Ho	4-5½	12	16	12½bte
RAMBLER 6 De Luxe and Super	16	28-35	19-23	8bte	VD	33-37	22@4200	45N	Ca-Ho	4-5½	12	16	12½bte
RAMBLER 8 De Luxe, Super and Custom	14-19	28-32	17-22	1dte	VD	33-37	36@3800	50N	Ho	4-5½	12	14	12½bte
RAMBLER Ambassador	14-19	28-32	17-22	1dte	VD	33-37	36@3800	60N	Ho	4-5½	12	14	12½bte
STUDEBAKER Lark 6	17-22	37-41	17-22	2bte	VD	33-38	26@1800	50N	Ca	3½-5½	J	L	15bte
STUDEBAKER Lark 8 and Hawk Coupe	16	28-32	19-23	4bte	VD	33-38	26@2200	50N	St	3½-5½	J	L	11bte

ABBREVIATIONS

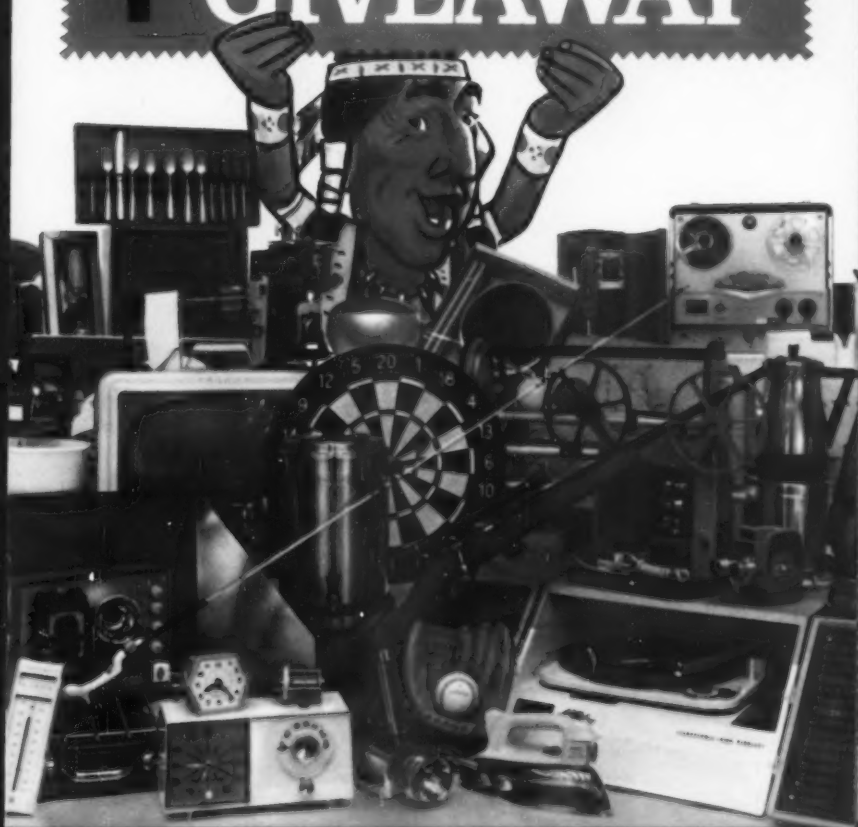
a—Powerglide 20@3600.
Super Turbo 24@4800.
Au—Automatic transmission.
Aut—Automatic.
Super Turbo 23@15.2°.
b—Powerglide 23@16.2°.
bte—Before top center.
c—2°bte manual, 6°bte automatic.
c—Super Turbo air 54bte.

Ca—Carter.
CsP—Crankshaft pulley.
d—Manual trans. 5bte.
Auto. trans. 10bte.
e—Manual trans. 5bte.
Auto. trans. 10bte.
F—Non centrifugal.
f—Auto. trans. 30°.
FW—Flywheel.
g—Auto. trans. 5bte.

h—Automatic transmission.
Ho—Holley.
J—23-25.
K—50 or 60N.
L—25-27.
N—Negative.
RP—Rochester Products.
St—Stromberg.
VD—Vibration damper.
x—Auto. trans. 20@4600.

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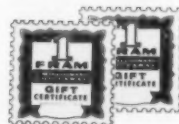
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- 4** You can redeem your certificates immediately or save them and get gifts in higher value categories.



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2 GIFT CERTIFICATES



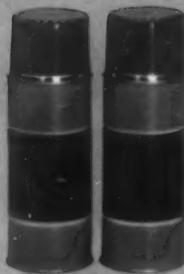
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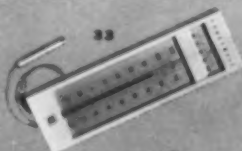
21—G. E. CLOCK—"The Dorm Alarm", beige case, white dial, brown numerals.
22—UTILITY LANTERN AND BLINKER—For camping, emergency, household use. Blinker on swing arm.
23—TWO 1 QT. "ALADDIN" VACUUM BOTTLES—Non-drip pouring lip.
24—SLEEVELESS SWEATER—Handsome Wool and Orlon sweater, with V-neck in beige . . . sm., med., lg.

25—PFLUEGER CASTING REEL—Famous "Trusty 1933" of satin aluminum. Adj. anti-backlash and sliding click.
26—FIELD & STREAM KNIFE COMBINATION—3 piece knife set for every sporting and camping need. There's a hunting, camping and fishing knife.
27—PFLUEGER CASTING ROD—Famous solid glass rod with white handle, screw-clamp reel lock and cork grip. Stainless steel graduated guides.

3 GIFT CERTIFICATES



34



33



32



35

32—BOWLING BAG—Jumbo black and white vinyl coated canvas with brass zipper and clasp fastener.
33—HONEYWELL INDOOR-OUTDOOR THERMOMETER—Accurate, dependable, read temperatures at a glance.

34—REGAL CANISTER SET—4 pieces in gleaming, rust-proof aluminum. Snug-fitting covers.
35—DART GAME—Two-sided Darboard is 18" diameter. Features target and 20 point games, 3-5" metal darts.

4 GIFT CERTIFICATES



41—BERNZ-O-MATIC TORCH KIT—Includes torch, propane cylinder, pencil burner unit, utility head, soldering tip, flame spreader—in metal case.

42—BORG BATHROOM SCALE—"Rocket" dial, chrome dial head, enamel trim.

43—MICKEY MANTLE BALL & GLOVE—Autographed leather ball. Leather-lined fielder's glove has skip-laced pocket and leather bound heel. Streamlined fingers. Autographed by one of baseball's all time stars.

5 GIFT CERTIFICATES



51—CORY ELECTRIC KNIFE SHARPENER—Press button, get a factory-sharp edge. Start-stop switch.

52—INSULATED UNDERCLOTHING—Featherweight Acetate quilted taffeta. Fits under clothes. S, M, L, X-L.

53—BADMINTON SET—4 laminated, nylon strung rackets, leather grips, 3 shuttle cocks. Metal post, 20' net.

54—IMPERIAL 24 Pc. STAINLESS STEEL FLATWARE—Finest quality stainless includes 6 each of knives, spoons, teaspoons, forks in Star Time pattern.

6 GIFT CERTIFICATES



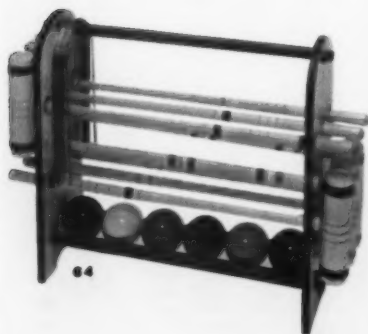
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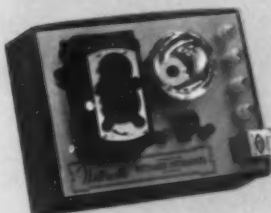
62



64

61—BERNZ-O-MATIC PROPANE LANTERN—Instant lighting, dual-beam lantern. For camping and power failures.
62—DORMEYER PORTABLE MIXER—Lightweight, 3 speeds, instant release of big beaters.
63—WEST BEND AUTOMATIC PERCOLATOR—With time and temperature control. 6-9 cup capacity.
64—CROQUET SET—6-7" mallets with colored stripes, 6 solid colored balls, 2 vari-colored stakes, 9-10 gauge wickets, varnished wooden stand.

8 GIFT CERTIFICATES



82



81

81—RONSON SHAVER—Closest shaves, fastest shaves with lightest touch. Charcoal grey.
82—WITTMAYER WITTMAYER CAMERA KIT—620 flash camera, flash bulbs, batteries, film, carrying strap.

10 GIFT CERTIFICATES



104



103



102



101

101—WEST BEND 4-SLICE TOASTER—Gleaming chrome. Pop-up. Radiant control. Guaranteed.
102—SWING-A-WAY ELECTRIC CAN OPENER AND KNIFE SHARPENER—Works at the touch of a button. Wh., Pk., Yell., Turq.—chrome and gold trim.
103—WEST BEND 30 CUP AUTOMATIC PERCOLATOR—Brews 12 to 30 cups of perfect coffee. Gleaming aluminum.
104—CASCO SPRINKLE-SPRAY IRON—Works on tap water. Sprinkles and steams.

12 GIFT CERTIFICATES



121—G. E. CLOCK RADIO—Automatically turns on to music.
122—BERNZ-O-MATIC PROPANE COOK STOVE—Instant lighting, two burners. Completely portable.
123—WEAR-EVER UTENSILS—"Hallite" with copper colored tarnish-proof covers. Four popular sizes.
124—G. I. C. ACRYLAN SLEEPING BAG—Double mattress

pocket. Water repellent twill, flannel lined. 100" rust-proof zipper.
125—WEST BEND ELECTRIC SHISHKABOB—Newest! Grills vertically. 8 rotomatic skewers. Recipe book.
126—CASCO ELECTRIC BLANKET AND HEATING PAD—Soft, miracle fiber blend. Nylon bindings. 3 speed pad.

18 GIFT CERTIFICATES



181—FRAM ROOM AIR CLEANER—Keeps air hospital clean, free of odors. Kills 99+-% of germs trapped in exclusive Fram "Permachem" treated filters.
182M—BENRUS WATCH (Men's)—"Sir Robert," 17 jewels, gold top, stainless steel back. Shock-absorbing movement and unbreakable mainspring. Fully guaranteed.
182L—BENRUS WATCH (Ladies')—"Lady Lucille," 17 jewels, 10k gold top, stainless steel back. Unbreakable mainspring. Basketweave bracelet. 3 year guarantee.
183—LADIES' COAT—Flared back, shawl collar, push-up sleeves, detachable belt, taffeta-lined. Wonder DOE-LON—wind and weatherproof. White or ivory.

24 GIFT CERTIFICATES



184—PHILCO TRANSISTOR RADIO—Six transistors. Pocket size. Includes leather case.
241R—MARLIN RIFLE AND SCOPE—Deluxe .22 caliber clip bolt repeater. Receiver sight with windage and elevation adjustments. Micro-Groove rifling for accuracy.
241S—MARLIN 12 GAUGE REPEATING SHOTGUN—Perfectly balanced. 26" barrel with choke. 4-shot capacity.
242—DORMEYER "PRINCESS" MIXER WITH ATTACHMENTS—Electric can opener, grinder. 10 speeds. Detachable chrome mixer head. 2 glass bowls. Recipe book.
243—PORTER CABLE ELECTRIC HAND SAW—Portable. Cuts wood and metal. Three replaceable saw blades.

48 GIFT CERTIFICATES



482



481

481—WEBCOR STEREOPHONIC HI-FI—"Holiday" Portable styling, detachable speakers, 4 speed changer.
482—POLAROID LAND CAMERA—Model 80B. Light, compact. Takes finished pictures on the spot in 60 seconds.

96 GIFT CERTIFICATES



961



962

961—WEBCOR PORTABLE TAPE RECORDER—"Royalite" with two hi-fi speakers, powerful 8-watt amplifier.
962—PHILCO 17" PORTABLE VHF TELEVISION—Easy-grip handle. Convenient top controls. Briefcase thin.

120 GIFT CERTIFICATES



1201

1201—KEYSTONE HOME MOVIE STUDIO—14 pieces! Electric Eye Camera, Projector with 400 ft. reel (32-minute show). Leather Carrying Case, Projector Case, Light Bar with 4 Floodlamps, Quik-Splice Kit, Extra Reel, Reel Can, Movie Scene Record Book.

144 GIFT CERTIFICATES



1441

1441—ZENITH "ROYAL 1000 D" TRANSOCEANIC RADIO—Famous combination standard and short wave portable. There are 9 transistors in this smallest and lightest model made. It is also the most powerful. Has 9 wave bands. Picks up broadcasts from all over the world.

THE
SENSATIONAL
FRAM

1961 **MILLION\$\$\$
GIVEAWAY**



SEE THE WONDERFUL SELECTION OF GIFTS INSIDE
... YOURS ABSOLUTELY FREE WHEN YOU STOCK
AND SELL FRAM OIL, AIR AND FUEL FILTERS.

FRAM'S ADVERTISING PROGRAM MAKES OIL
AND FILTER CHANGES EASIER TO SELL THAN
EVER. HELPS YOU GET VALUABLE FREE GIFTS!

- Big full color pages in Saturday Evening Post
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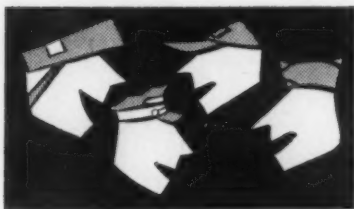
FRAM CORP., Providence 16, R.I.

YOUR FIRST LINE OF ENGINE PROTECTION

FRAM
OIL AIR FUEL WATER
FILTERS

Readers are invited to contribute to—

SHOP TALK



A column of informal comments about the automotive trade and its problems.

STEALING MADE EASY

Three men of Nice, France, developed an easy car-stealing plan. They just stole the same car over and over.

Their system, according to police, was simple: they would steal a car, repaint it, sell it again but keep a spare key. When the new owner left his car unwatched, the thieves would steal it back, repaint it and sell it again.

The same car was sold seven times, according to charges.

SHOP PLANS WANTED

San Antonio, Texas

Sirs:

Would you please send me the shop plans and layouts mentioned in the "Shop Talk" column of the October issue.

JOHN A. BUSTER, JR.
Garage Superintendent,
City of San Antonio,
Police Garage

NO IRISH IN NAVY

Did you know why there were no Irish in the Navy in the last war?

Neither did we, but that's what P. J. "Pete" Sawyer of East Alabama Auto Parts, Anniston, Ala., maintained in talking with SAJ editors last month.

"There were no Irish in the Navy then because they can't fight on water," he explained.

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.

TO STRETCH DOLLARS

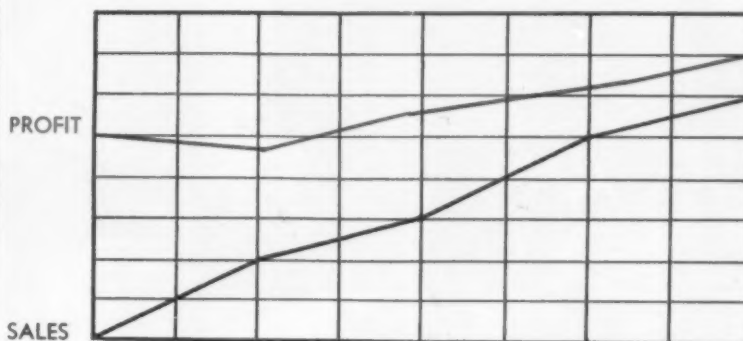
If the discoverer of vulcanization had had his way, stretching dollars would be a "snap."

Charles Goodyear, after whom the world's largest rubber company was named, was so sold on his invention that he wanted to make everything—even banknotes—out of

rubber. He wore rubber hats, vests and ties, had his calling cards engraved on rubber and his autobiography printed and bound in rubber.

Some persons employ a method different from Goodyear's to stretch dollars, but with at least one characteristic of rubber—that of bouncing!

Is The Gap Closing?



PROFIT MARGIN RELATIVE TO SALES

In today's profit squeeze, have you done all you can to maintain profit margins?

It may pay you
to talk to the
Continental Piston Ring Man

CONTINENTAL PISTON RING CO.

HERNANDO, MISS.

MEMPHIS, TENN.

Dealers Got into Pickle

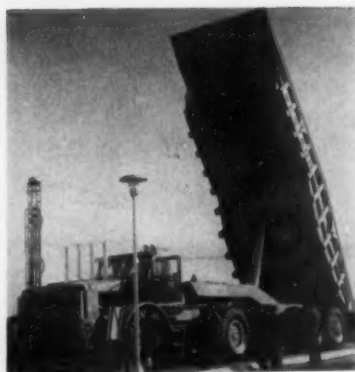
(Continued from page 35)

Their success also indicates, I believe, that there has been a significant change in that intangible quality called pride of ownership. People are not so eager to "keep up with the Joneses" anymore. They want something they can handle easier and that costs less to buy and keep. They would rather keep up with economy than keep up with the Joneses. This is especially true of women drivers. They would rather

be comfortable in a compact car than uncomfortable driving a limousine. The compacts answer this need.

Naturally, the compacts are also having an effect on used-car sales. A regular-size car about two years old generally falls into the same price bracket as the new compact. When faced with a choice, customers frequently say, "Why not get a new car if there is so little difference in the price?"

But this will probably work out in the long run, too. More judgment will be used on trade-in values. The



The "Western 80," said to be America's largest end dump truck, demonstrates its ability to handle loads up to 220 tons in mining service. The 145-ton giant, 16 feet wide and 55 feet long, rides on 18 six-foot-high Goodyear tires designed for hard rock service and containing enough rubber to make 1,000 passenger-car tires. Sixteen of the tires support the dump bed, which carries a normal load of 150 tons per trip in service for the Western Contracting Corp. at a Utah copper mine.

STANT'S new additions for '61

Stant's new G-90 Dual-Loc cuts your inventory...replaces G-50 and G-70... ideal for exposed spots as on IHC, GMC, Ford, Chevrolet Trucks. Retains proven Stant features: heavy rust-proofed steel locking members... husky positive-action turn-on type... chromium plated outside... die cast inside... efficient swivel type keyhole cover keeps out dirt and water.

new gas caps control surging

Stant's new Gas Caps prevent fuel loss from surging...collapse of gas tank and fuel pump damage from dirt- or ice-clogged tank vent type...stalling from clogged vent. G-40 must be used on 1960 Chevrolet Station Wagons, all 1961 Chevrolets, 1961 Ford and Pontiac Station Wagons...G-46 on 1961 Oldsmobiles.

STANT MANUFACTURING CO., INC.
Connersville, Indiana

Standard of the industry and original equipment for a generation

One Source

- Pressure Caps
- Gas Caps
- Locking Caps
- Oil Filler Caps

STANT
INDUSTRIES - GAS - OIL
CAPS

compacts seem to be selling satisfactorily as used cars, but it is a different story with the regulars. They are moving slowly now and it may take some time to accurately assess the effect of the compacts on the used-car market.

The compacts' lower price is having an effect all along the line. It makes them more appealing to the customer and is likely to help stabilize the situation regarding dealers. Few dealers have as many salesmen now as they did several years ago. In recent years, most salesmen's compensation has been on a percentage of gross profits. Many times the salesman is unable to secure enough gross profit to make this percentage attractive. The average gross profit received by dealers presently is in many cases less than the amount formerly received by salesmen.

Until such time as the manufacturer concerns himself with the dealer's profit situation and is willing to stop eulogizing the so-called volume boys and insist that their franchise holders operate at a profit, there can be no order. Legislation cannot do the job; the factories must assume the responsibility. There is nothing wrong with this business that more gross profit wouldn't remedy.

Ideas Pay You \$7.

See Page 119.

DO YOU CARRY THE RIGHT LINE OF POWER MOWERS?

Certified

*designed, priced
and promoted for the
automotive market*

A Complete Line of Quality ROTARIES



**Model 2227
22" SELF-PROPELLED
DELUXE ROTARY**

Two-speed transmission • Hinged-tip deflector blade with 100% crankshaft guarantee • New wind-up starter • Safety starter release on handle • Fingertip Choke-o-Matic throttle • Fingertip clutch • All-enclosed front wheel drive • Reinforced all-steel "armor plate" frame • Quick cutting height adjustments
PLUS many more outstanding features

Model 2115

21" DELUXE REEL-TYPE

New wind-up starter • Safety starter release on handle • Fingertip Choke-o-Matic throttle • Fingertip clutch • All-steel "box-type" construction • Trouble-free chain and V-belt drive • Positive cutting height adjustments • Austempered steel cutting blades
PLUS many more outstanding features



A Complete Line of Quality REELS

CERTIFIED... ONE SOURCE FOR ALL LAWN NEEDS



**22" Self-Propelled
Deluxe Rotary**



**22" Free-Wheeling
Deluxe Rotary**



**18" Free-Wheeling
Deluxe Rotary**



**24" Deluxe
Riding Rotary**



21" Reel-type



18" Reel-type



**26" and 21"
Self-Propelled
Rotary Tiller**



**9" Power
Edger-Trimmer**

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Dept. SAJ-4

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Firm Name _____

Address _____

City _____

Zone _____

State _____



These officers were installed for the new year at the annual banquet last month of the Atlanta Automobile Association, which was attended by more than 400 members and guests (l. to r.): O. G. "Gene" Ownby of the First National Bank of Atlanta, second vice president; R. H. East, Ford dealer, retiring president; Dr. Carl C. Byers of Cleveland, Ohio, the banquet speaker; John O. Mitchell (Oldsmobile), president, and Wesley O. Slate, Jr. (Chevrolet), first vice president. Harmon M. Born is honorary secretary-treasurer and L. L. Austin is executive secretary. Directors are Walter Boomershine, Jr., Lamar Ferrell, H. D. Meadows and Jack C. Fraser.

THE WINNERS

Cream of the Crop



This is the body mender that has revolutionized body mending. Widely imitated . . . never duplicated. Costs pennies more, worth dollars more.

Why is BLACK MAGIC America's most wanted Metal Mender?

Here's what the contest winners say:

- It speeds our work, and boosts weekly earnings.
- Never blisters, pockmarks, or cracks.
- Featheredges so smoothly, blends into metal so perfectly, even a practiced eye cannot detect damaged area.
- Truly an expert body repairman in a can.
- Have repaired and filled with confidence every section of a car and truck body without a complaint.
- We are all free of dust clouds, itch and bloodshot eyes.
- BLACK MAGIC is one of the reasons for my profitable shop operation.
- Have more satisfied customers since using BLACK MAGIC.
- Best body filler I have ever used—I ought to know, I use it by the gallon.

To which we add "If you want the best, get BLACK MAGIC. It may cost a few pennies more, but it's worth dollars more because it fills more!"

SWISS LABORATORY, INC.

CLEVELAND 14, OHIO ● One of America's Largest Independent Manufacturers of Body and Wire Solder

Full-Time Jobbers Representative Covering the South from Our Cleveland factory.
"PAT" SINEATH (Expert Bodyman)

in the "Why I like BLACK MAGIC" contest



1st PRIZE \$200

D. E. ALLEN, Allen Chevrolet, Kansas City, Mo. Jobber is: Spray Paint & Accessories, Inc., Kansas City, Mo.



2nd PRIZE \$100

ED MAYOVER, Eddie's Gulf Service, Bradenton, Fla. Jobber is: Automotive Warehouse, Tampa, Fla.



3rd PRIZE \$50

PAUL PRICE, Downtown Autobody Service, Milwaukee 2, Wis. Jobber is: Herbert C. Hemming Co., Milwaukee, Wis.

SIX \$25 PRIZE WINNERS



STANLEY H. YASOUKA, Stanley's Auto Paint Shop, Honolulu. Jobber is: Commercial Motors, Inc., Honolulu.



DONALD GUILBAULT, Beverly Hills Ford Co., Los Angeles. Jobber is: Ted Laher Auto Body Supply, Los Angeles.



JARRETT SMITH, Leo Grabski Ford, Cleveland, Ohio. Jobber is: Automotive Parts, Cleveland, Ohio.



ERNEST HAUTALA, Buffalo, N. Y. Jobber is: V. H. Barnes Co., Inc., Buffalo, N. Y.



MORRIS GERSHENSON, Mgr. Paul Hall, Inc., Oak Park, Ill. Jobber is: Mitch W. Gallas, Chicago, Ill.



AURELIO M. ACUNA, A.M.A. Garage & Bodyshop, San Antonio, Tex. Jobber is: Schlake Paint Supply Co., San Antonio, Tex.

No Photo Available at Press Time

Stations' Sales to Climb?

(Continued from page 33)

Paducah, Ky.:

"When money circulates we get our part."

"Inadequate capital" is a big problem facing him this new year, he added, and thereby echoed a cry from so many franchised dealers (see page 34) who are confronted with heavier inventories of new cars.

Tony Cavazos of Humble Oil & Refining Co., Laredo, Texas, said he looked for stations to gobble up more service business because "people like to stop one place for automotive needs."

Murl McDaniel of McDaniel's Auto Parts & Service Station, Philippi, W. Va., asserted that "progressive service stations have learned that their profits are now in the service market," but he admitted that a big headache is "inadequate capital to stock the required service items and to purchase good equipment."

Wilton Beall Duley of Duley's Service, Bowie, Md., said that stations should cut a bigger service slice because "gas companies are allowing more mechanical work in stations."

Gordon White of Frank T. White, Inc. (Pontiac), Clearwater, Fla., said he expected stations to reap a bigger service harvest because "with rising labor costs I see the independent garages taking more and more service."

Service stations are going to get a bigger slice of the repair market because "most of them install mufflers and tailpipes labor-free," said Harold F. Alin of Tipton Motor Co., Inc. (Ford), Tipton, Mo. "They give a lot of free labor just to sell their products."

AUTO PARTS ARRIVE



SAME DAY!



Got a shipment going hundreds of miles? Get it out by 9 A.M....it arrives the same day! Got a shipment going about 50 miles? Ship it out around 9 A.M....it's there by noon!

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...*right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...*including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid...or open a charge account.

CALL YOUR LOCAL GREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO:

GREYHOUND PACKAGE EXPRESS

Dept. A-39, 140 S. Dearborn St., Chicago 3, Illinois

Gentlemen: Please send us complete information on Greyhound Package Express service...including rates and routes. We understand that our company assumes no cost or obligation.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

Dear Bill,

With the beginning of each year I sometimes wonder if the years that have gone before have done anything for us except making our whiskers grayer and our hair thinner.

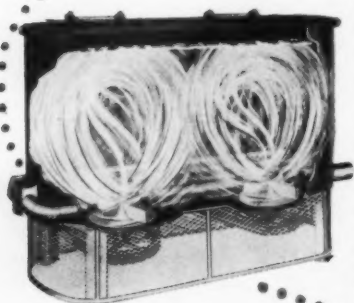
I never thought I'd finally be grateful to the manufacturers for lowering the cars until I couldn't get my tummy under them, but now that they are so low that no one, regardless of how skinny, can slide under them, my reluctance "to get out and get under" isn't nearly so



WHERE EQUIPMENT IS DESIGNED WITH THE OPERATOR IN MIND

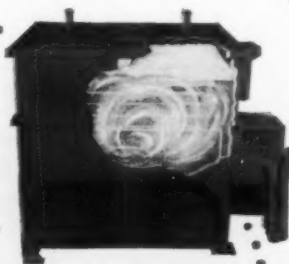
S-V TURBO-BLAST

World's Fastest Cleaning Machines



Model 236 is equipped with two 5-HP motors turning impellers, creating tremendous agitation of the detergent. A scrubbing action is thus attained to clean **FASTER, MORE THOROUGHLY, and MORE ECONOMICALLY!** With 300 gallon capacity this unit answers the Engine Rebuilder's Cleaning Problem!

Model 122 has a 115 gallon capacity. The ideal size for the average Automotive Machine Shop. Powered with one 3-HP motor. **ALL TURBO-BLAST CLEANING MACHINES HAVE SUPER AGITATION! ...with CONTROLLED FLOW PATTERN!** All models can be equipped for gas, oil, steam, or electricity.



There is a Turbo-Blast Model for Every Cleaning Job!

Write for Free Literature on all S-V Equipment...

Storm-Vulcan, Inc.

MANUFACTURERS OF AUTOMOTIVE ENGINE REBUILDING EQUIPMENT
2225 Burbank Street • Fleetwood 1-3735 • Dallas 35, Texas

noticeable.

When I say, "Let's get her up on the lift, son," it doesn't inspire a lot of bright cracks from the gallery like it used to do.

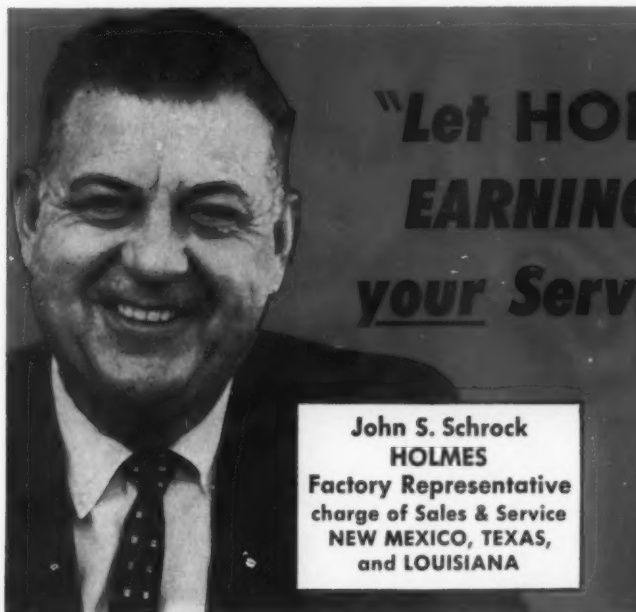
And occasionally during discussions at the service meetings, the things that went before in automotive mechanical design that came in our early experience and are never to be forgotten, are often a source of surprise and bafflement to the younger mechanics who could not know that the so-called innovation was actually a bit of repetition or a step in the evolution of the unit from out of the past.

For instance, when Ted and I commented on our problems in trying to patch cracks and holes in the aluminum engines of 40 years ago, since we didn't have the knowhow to weld aluminum, most of the boys were surprised to find that these new aluminum engines weren't the innovation they had believed them to be.

Not long ago they began discussing the terms "high point" and "centering" in regard to steering adjustments and were much interested when some of us "old goats" explained to them how this adjustment had evolved from the past when we worked with sun and planet type gearing situated just under the steering wheel on the model T's, or the worm and full gear arrangement which appeared on most other cars of that era.

The worm and worm gear steering box was such an efficient little "transmission" in those days that we occasionally used it for power multiplication or "gearing down" when using electric motors for homemade power tools that weren't then available.

When we made a steering adjustment, the main shaft bearings were first adjusted, of course, so the bearings on each side of the worm were snug, then we set about adjusting the worm gear teeth into the worm with an eccentric adjustment on the

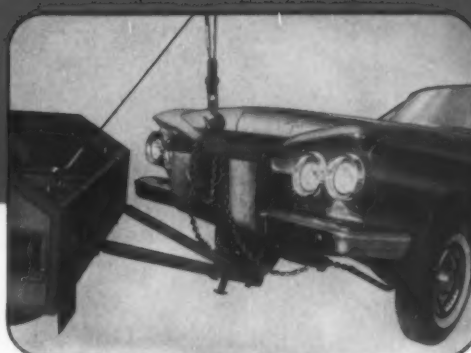


John S. Schrock
HOLMES
 Factory Representative
 charge of Sales & Service
 NEW MEXICO, TEXAS,
 and LOUISIANA

"Let HOLMES Put **NEW** ***EARNING-POWER** into your **Service Operations**"

***POWER the WAY YOU NEED IT For PROFITABLE ROAD SERVICE**

You automatically step-up your earnings the moment a new HOLMES WRECKER is put into operation. All power-operated double swinging boom models are engineered to provide the operator with maximum flexibility of action for lifting, pulling or towing . . . under every possible working condition. The use of such a Road Unit will enable you to expand your operations into the most profitable of service work. It will permit you to go miles away and actually bring in Big-Profit Jobs that would NOT otherwise get into your shop. HOLMES offers a variety of equipment with a model that will put profitable New Earning-Power into your service operations. Send today for full details.



TOWS LATE MODELS WITH CUSHIONED SAFETY

HOLMES Universal Towing Sling permits Fast, Safe Pick-up and Towing — either front or rear, of late model cars without damage to the bumper, grills and body parts. This is made possible by cradling the car on high strength, durable rubber covered straps that provide a new type of Cushioned Safety. Send for details.

HOLMES 460 WRECKER

Power-operated with 6 ton capacity. Ideal for light Pick-up and Towing of all cars. It is fast, flexible and easy to operate in city traffic. Rated capacity 3 tons per boom. For mounting on a 1, 1½ or 2 ton truck. Send for details.

**SEE US AT THE NADA
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ERNEST HOLMES COMPANY

Chattanooga 7,

Tennessee

sector shaft housing. But on those jobs we made this adjustment with the steering wheel turned to the limit of its travel in each direction, instead of on the "high point" center as we do now.

This was to avoid adjusting the gear to the worn spot on the worm and gear teeth which would logically be in the straight-ahead position, because the gear would then bind when the wheel was turned to either side where there was less wear. When the wear became excessive in this straight-ahead position, the pit-

man arm was removed, the steering wheel was turned about one-quarter turn and the pitman arm was replaced. The straight-ahead position was now on an unworn portion of the gear and excessive play was corrected. This gave us four possible wear areas on each gear.

With the advent of partial sector gears, sector rollers, sector pins and recirculating balls in the steering gear housing, the high point and centering of the steering system came into being. Well, anyway, happy adjustments! I mean, Happy

New Year—to your whole family!
Yrs,
Ed

Lancer and Valiant Bodies

(Continued from page 62)

Body alignment and repair:

With unitized body construction, it may be advisable to check body alignment in the event of extensive collision damage.

The sturdy reinforced box sections of the front lower structure ahead of the cowl will be of vital concern as they carry suspension load and engine support.

The box sections of the body are also of vital concern. The door pillars, sills, roof rails, rear window and windshield headers provide added strength to assist the lower body reinforcing members.

Body panels and sub-assembly removal:

When repairing collision damage it may be found advisable to replace damaged panels. Proper installation of these units will maintain the structural strength and alignment of the entire vehicle. Separation of the damaged panels may be accomplished by drilling or cutting the spot welds with a chisel. Welded seams may be separated with a cutting torch or grinder.

In event of severe collision damage the adjoining body sections may be misaligned. These adjoining sections should be realigned before removing the damaged panels.

Body panels and sub-assembly, installation:

When replacing large panels requiring long welds, care should be taken to prevent distortion due to excessive heat. Spot-weld the panel at the center of the joint and tack-weld toward each end.

Alternately tack-weld approximately 12" apart. Wet asbestos putty surrounding the weld will prevent heat distortion. Make certain that sufficient welds are applied to maintain original strength.

Body alignment may be accurately checked by the following method:

Elevate the car to a level position over a clean and smooth floor.

Refer to Fig. 9 and place the line of a plumb-bob on point "A" with the plumb-bob just contacting the floor. Mark the plumb-bob contact point on the floor.

Repeat the process at points B, C, D, E and F at both sides of the body. Snap a chalk line between points as illustrated.

Compare dimensions with specifications; all matching point-to-point dimensions should agree within 1/4".

(Continued on page 85)



LEE puts an oil refinery in your customers' cars!

Just like an oil refinery, a full-flow LEE Oil Filter not only removes sludge and grit, it also neutralizes acids which often form as a by-product of combustion. This dual-action purifying process—made possible by LEE'S Resinweld® construction and unique antacid Feridium® anode—assures better engine performance, greater customer satisfaction.



Lee creates new concepts in filter design and efficiency

Every dual-action LEE filter gives you an extra profit margin as well as an extra sales feature: LEE Oil Filters remove dirt and neutralize acids; LEE Gas-O-Line Fuel Filters remove both sludge and water; LEE flame-proof Air Filters prevent under-hood fires caused by carburetor backfire. See your jobber today for the details.

LEE FILTERS pipe profits into your pocket

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THE ALL NEW 1961

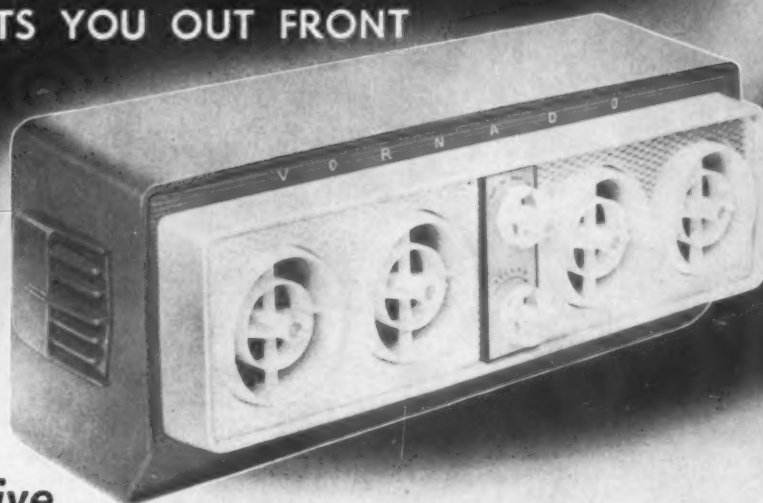
Vornado®

AUTO AIR CONDITIONER

BRINGS YOU MORE EXCLUSIVE FEATURES...

...THE DIFFERENCE
THAT PUTS YOU OUT FRONT

**FOR
MORE
PROFITS**



Exclusive Vornado FEATURES

★ **NEW, MORE
BEAUTIFUL STYLING**

Created exclusively for Vornado by Raymond Loewy Associates, America's foremost industrial designers.

★ **VENTURI CHAMBER**

Vornado's revolutionary Venturi method used with the patented Turbo-Impeller increases the air velocity efficiently and quietly for faster cool-down.

★ **PATENTED
TURBO-IMPELLER**

Circulates a maximum volume of cool air more quickly at normal operating levels.

★ **BALANCED CIRCUIT COIL**

A split-circuit coil with counter-flow action that occupies less space and provides a larger cooling surface.

★ **COMPACT DESIGN**

Dash-Line Mounting and compact styling provide more leg room, fast and easy installation.

ONE YEAR NATIONAL
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WE INVITE INQUIRIES FROM ALL DEALERS AND DISTRIBUTORS —CONTACT YOUR LOCAL VORNADO DISTRIBUTOR OR WRITE

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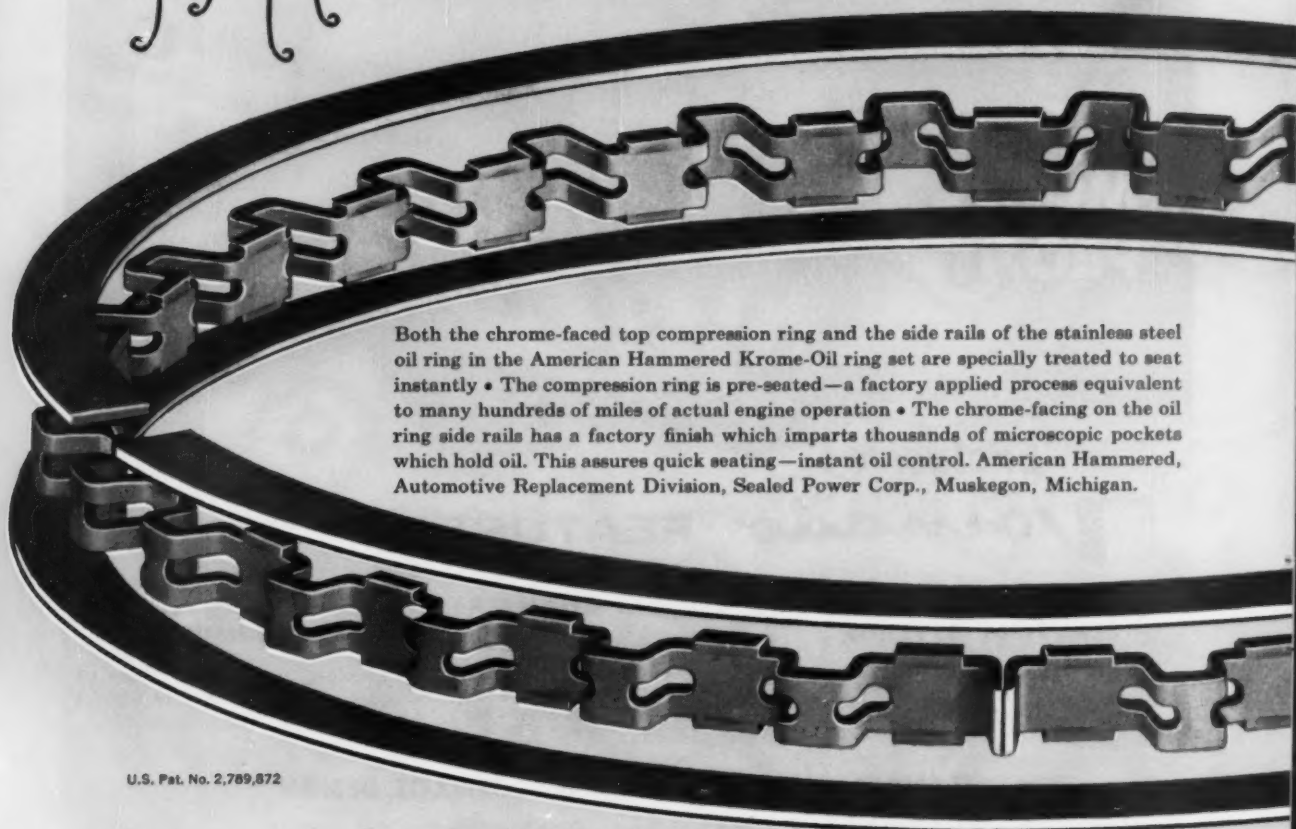
AUTO AIR CONDITIONER

30 Washington Street, Brighton, Mass.

A Division of Automatic Radio Mfg., Inc. World Famous for Over 40 Years



They seat instantly



Both the chrome-faced top compression ring and the side rails of the stainless steel oil ring in the American Hammered Krome-Oil ring set are specially treated to seat instantly • The compression ring is pre-seated—a factory applied process equivalent to many hundreds of miles of actual engine operation • The chrome-facing on the oil ring side rails has a factory finish which imparts thousands of microscopic pockets which hold oil. This assures quick seating—instant oil control. American Hammered, Automotive Replacement Division, Sealed Power Corp., Muskegon, Michigan.

U.S. Pat. No. 2,789,872

AMERICAN HAMMERED



stainless steel oil rings

VISIT OUR BOOTH NO. 2342-3-4-5 AT THE I.A.S.I. SHOW IN LOS ANGELES, FEBRUARY 17-19, 1961

Care should be taken that all diagonals compared represent corresponding check points.

In the event of severe collision damage, the body dimensions furnished in Fig. 10 will assist in determining the extent of damage or distortion.

In making any body opening measurements, always compare the matching measurements of both sides of the vehicle. All dimensions must be checked at the welded joints of the body to insure uniform checking.

When checking dimensions "C" and "D", shown in Fig. 10, measure the dimension "B" and mark with chalk on both front and rear door openings. With both doors either removed or open, stretch a snap chalk line between chalk marks and make the door opening measurements along this line.

BODY DIMENSIONS

"A"—66 3/4"
 "B"—16 3/4"
 "C"—30 1/2"
 "D"—26 3/4"
 "E"—53"
 "F"—39"
 "G"—43"
 "H"—40 1/2"
 "I"—19 1/2"
 "J"—54 1/4"

Servicing Tempest Drive

(Continued from page 49)

from bearing retainer (Fig. 9). Use care not to damage coating on propeller shaft.

2.—Install propeller into transmission. Use care engaging spline of propeller shaft into transmission and journal diameter into extension bearings so journal surface is not damaged. Visual check of propeller alignment into transmission is required and if absolutely necessary, tap front flange lightly with soft rubber hammer. *Be sure splines are completely engaged in transmission.*

3.—Install the six bolts that connect the torque tube to transmission extension and tighten to 30-45 lb. ft. torque.

4.—Remove block of wood from between transmission and floor.

5.—Insert propeller shaft in place on clutch drive shaft and secure with six bolts. Tighten bolts finger-tight.

6.—Remove rag from inside torque tube.

7.—Secure torque tube to flywheel housing with six bolts; tighten finger-tight.

8.—Tighten bolts securing propeller shaft flange to clutch drive shaft and torque tube to flywheel hous-

ing to 30-45 lb. ft. torque.

9.—Install eight screws in torque tube access cover and tighten to 40-80 lb. in. torque.

10.—Install and adjust gearshift housing and transmission control rod.

11.—Idle engine approximately one minute to position bearings.

12.—Install and tighten damper bearing retainer bolts to 8-12 lb. ft. torque.

Propeller shaft removal and replacement on automatic-transmission-equipped vehicles is similarly

accomplished. Propeller shaft flange is bolted directly to the flywheel instead of to the clutch drive shaft as on the synchro-mesh-type-transmission-equipped vehicles (Fig. 10).

Rappahannock Picks Storke

W. S. Storke of Newton-Storke Ford Co. is the new president of the Rappahannock (Va.) Automobile Dealers Association. Vice president is Frank Silvey of Beck Chevrolet Corp. and David King of Associates Discount Corp. is the secretary.



1

the no.

AUTO PAINT ADDITIVE

ORIGINAL

Smoothie

prevents
fish-eyes

improves
flow-out

increases
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One ounce of Smoothie conditions 6 to 7 gallons of ready-to-spray paint. Equally effective in lacquer or enamel, with hot or cold paint. Safe for all finishes and colors. "Don't spray without Smoothie" is your best paint insurance policy!

No. 231 — 1-oz. bottle with enclosed dropper.
 No. 232 — 2-oz. bottle with enclosed dropper.
 No. 233 — 8-oz. shop-size can with MARS-O-MATIC DISPENSER.




REVERE 51, MASS.



"Miss South Carolina," Sandra Brown, snips the ribbon officially marking the opening of the new facilities of Burgin Motor Co., Rambler dealership in Greenville, S.C. Looking on, from left, are W. C. Burgin, president, and James Dill, salesman and vice-president of the Atlanta Zone Sales Honor Club of American Motors. A new Rambler was given away during the opening festivities and some 4,500 persons registered for the prize.

Benefits a la Ole Days

(Continued from page 51)

him. When the flames first leaped up, that old mule would jump . . . and that "repo" would jump with him.

It's quite a walk we could take down Automobile Row, down through the years. It's fun looking back, and we should laugh as we re-live the good times of the past. But as we reflect about the progress of the great industry we represent, the status of the dealer today, our modern conveniences, and our role in the national economy—as compared to that "runner boy" of the past, let's say again:

"Ain't it good that it ain't like it was in the good old days!"

Solid Increase Noted In Lark Fleet Sales

A SUBSTANTIAL increase in 1961 Studebaker Lark fleet sales, especially in six-cylinder models, has been announced by L. E. Minkel, Studebaker-Packard Corp. vice president of marketing.

"Typical of fleet sales growth," he said, "is the purchase of approximately 600 new Larks by the state of California." This brings to 1,200 the total number of Larks purchased by that state since introduction of the Lark in 1959, he added.

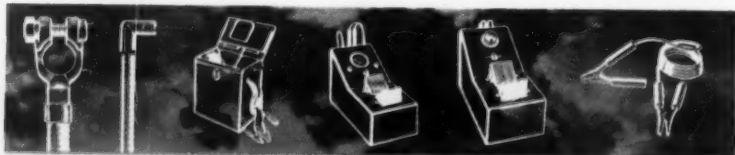
The California fleet purchase, according to A. E. Fitzpatrick, fleet sales manager, was the direct result of a special, pre-introductory test of Studebaker's new 112hp, overhead-valve, six-cylinder engine by state officials. Other substantial orders for new Larks and trucks have been received from a number of state governments, including North Carolina and Kansas. Studebaker fleet sales rose to ten per cent of total retail sales during the 1960-model year, compared with eight per cent in 1959.



WE GAVE THE NEW SILVER BEAUTY CHARGERS THIS CLEAN, MODERN LOOK SO YOU WOULD KNOW THAT THIS IS THE BEST CHARGER YOUR MONEY COULD EVER BUY!

The popular Model 220 shown above is just one of the line that has undergone a big "face-lifting." More than just looks are involved. The slanted, hooded face is easy to read and oper-

ate. You'll like the "cantilevered" handle, open at the rear, easy to grab. The rugged 220 still delivers a full 20 amps for safe, fast charging. Triple-A Specialty Company, Chicago.



EVERYTHING FOR THE BATTERY BUT THE BATTERY ITSELF!



A. A. "Al" Swank (left) became the first honorary life member of the Houston (Texas) Automotive Wholesalers when he was presented a certificate to that effect by President A. B. Warrenburg. Swank recently retired from Beard & Stone Electric Co., but is active in other interests.

Minimizing Gas Leak On Dart Engine

DODGE Division has issued this service bulletin:

To minimize the possibility of oil pan gasket leakage on the Dodge Dart 225-cubic-inch or the Lancer engine, it is important when installing an oil pan that the retaining cap screws be tightened to 200 inch pounds torque in the sequence shown in the accompanying sketch.

Tighten Nos. 1, 12, 17 and 4 in this sequence, then either pan rail, followed by the rear (2) and front (4) cap screws.

It is also important that the procedure outlined above be followed to avoid possible misalignment of the clutch housing or converter housing due to crankcase distortion.

An oil pan attaching cap screw, tightened to specified torque, exerts

a considerable force on the crankcase (approximately 4,000 pounds tension). This force, which is multiplied by the number of cap screws involved, can distort the engine crankcase enough to cause misalignment of the clutch housing or converter housing if the cap screws are not tightened in accordance with the above procedure.

It is therefore very important that the oil pan attaching cap screws on these engines be tightened in the manner outlined in this bulletin.

Volkswagen Sales Head Expects 200,000 Sales

NEARLY 200,000 Volkswagens will be sold in the United States during 1961, according to J. Stuart Perkins, Volkswagen of America's general sales manager.

It was estimated that Volkswagen registrations in this country during 1960 would total approximately 185,000 sedans, station wagons and trucks. Perkins said that while total import sales were down for the year, "Volkswagen of America is 39% ahead of its 1959 sales. Last year our share of the import market was about two of every ten vehicles. This year we are at the three-in-ten level."

'62 National Car Show To Return to Detroit

PLANs to hold the next National Automobile Show in 1962 at Detroit's Cobo Hall have been announced by the Automobile Manufacturers Association. An exact date has not been set.

L. L. Colbert, president of the association and Chrysler Corp. board chairman, said the decision to repeat the show in Detroit was unanimous, based on the response to the 43rd National Automobile Show held in October, which drew



Lynn A. Townsend (shown here) has been elected administrative vice president of Chrysler Corp., L. L. Colbert, chairman of the board and president, announced. This is the office held by E. C. Row from 1956 until he became first vice president in 1958, at which time the former office was discontinued. Row, who will be 65 on Jan. 10, plans to retire at the end of this month. Townsend was formerly group vice president—international operations.

nearly one and a half million visitors. That event marked the dedication of Cobo Hall, the monumental new exhibits building situated in the city's riverfront civic center. Attendance was more than four times the all-time high set in 1956, and a world record for automobile shows.

Until this year, no National Automobile Show had ever been held in Detroit. Previous shows, dating back to 1900, all opened in New York City. Only two have been held in the postwar years—the earlier one at the New York Coliseum in 1956.

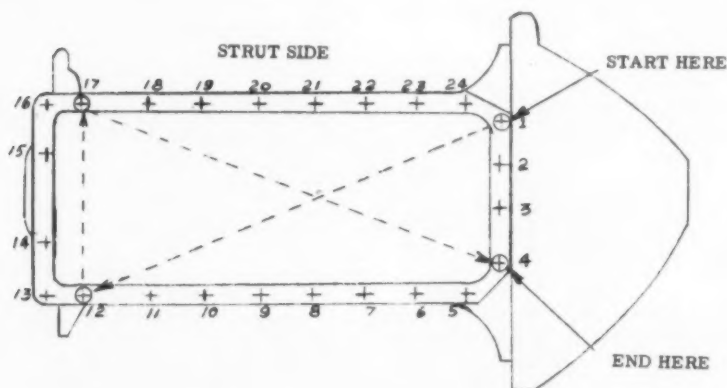
Precision Automotive Gets Plant Underway

CONSTRUCTION has begun on the offices and plant of Precision Automotive Components Co., manufacturer of carburetor tune-up kits and fuel pressure regulators, at Ballwin, Mo., a suburb of St. Louis, according to President Merton A. Carlson. Completion is expected by May 1.

The two-story, "split-level" building will contain 40,000 square feet.

Tarheel Dealers Set Dates

The annual convention of the North Carolina Automobile Dealers Association will be held at the Carolina Hotel, Pinehurst, April 30-May 2, Executive Secretary Bessie B. Ballentine announced.





the right spray gun can make a big difference




Ask about our
spray painting school
Open to all...**NO TUITION...**
covers all phases

It is possible to apply a wide range of automotive finishes with a single spray gun...but it is not always economical. To get the most from a spray gun it must be right in many ways.

—**right for your coating...**There are specific guns for spraying almost every coating material known to man... modern finishes, undercoatings, solvents for engine cleaning, sound deadeners, water for car washing, and countless others.

—**right for your work load...**Some guns have heavy-duty features assuring long service life under hard continuous use...others are designed for light, intermittent use.

—**or right for special purposes...**Extension guns paint hard-to-get-into spots...pen-sized Wren air-brushes touch up scratches and imperfections without masking...flocking guns for lining trunks and glove compartments.

In the past 50 years Binks has designed spray guns for just about every purpose. Today the Binks line includes 25 basic models and thousands of nozzle combinations.

Ask your Automotive Jobber for help in selecting the gun that is just right for your work, or write direct for Bulletin 60-J.



Appointment of William J. Bird (shown here) as director—fleet sales for Chrysler Corp. has been announced by E. C. Quinn, vice president—sales divisions. A native of Holden, W. Va., Bird joined Dodge Division in 1934. He was named vice president of the Fargo Fleet Sales Division in 1947 and in 1953 became general sales manager of Plymouth Division, progressing the following year to the vice presidency in charge of sales. He joined the staff of Chrysler Corp.'s group vice president—automotive in 1956 and remained in that capacity until 1958, when he was appointed assistant general sales manager in the corporation's general sales office. He was named Dodge assistant general manager in June 1959.

Leaks Drip Dough

(Continued from page 32)

filler tube.

Most neglected on a car is the cooling system.

Body leaks are common and the first approach is to replace weatherstripping around the doors. When that does not correct the leak, we play a garden hose with a fine spray around the door while a mechanic on the inside of the car searches for the leak with a flashlight.

Though body leaks may be costly in labor to the customer and unprofitable to the shop because of the amount of time they consume, their search is rewarding in customer satisfaction, future sales and repeat business.

I can recall a '57 Plymouth with water collecting behind the front door when it rained. Patience revealed the entrance point of water on the right front fender which had to be loosened in order that the condition be corrected. A \$15 labor sale resulted and an appreciative customer who became a steady.

Leaks are profitable if followed through to their correction at the source. Mechanical knowhow is necessary. A leak satisfactorily handled brings its bonus in large immediate sales and further sales at later dates.

0804



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REPRESENTATIVES IN PRINCIPAL U.S. & CANADIAN CITIES • SEE YOUR CLASSIFIED DIRECTORY



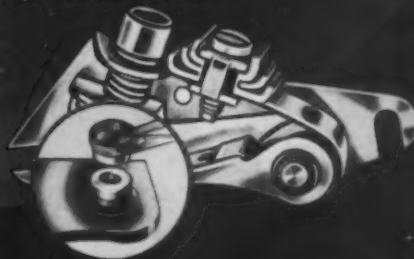
'pierced' tungsten?
of course **ECHLIN** has it!

**THE
HOLE
STORY**

Pierced or "ventilated" tungsten for ignition contacts is not new to the Industry or to ECHLIN. This principle was invented over 20 years ago.

You will be seeing more pierced tungsten contacts on new cars and in the replacement market. Pierced tungsten does have some advantages. It may assist in easier starting at temperatures of 15° below zero and lower. At such temperatures the resistance in the coil primary is so low that contacts may oxidize quickly. However, in normal operation, laboratory and field tests clearly show that ECHLIN heavy duty, crowned and bur-nished, solid tungsten gives equal starting and longer life.

To meet all requirements ECHLIN provides regular, heavy duty and heavy duty pierced tungsten contact assemblies for all four American ignition systems.



ECHLIN *Ignition*

THE ECHLIN MANUFACTURING COMPANY • BRANFORD, CONN.
UNITED PARTS DIVISION • CHICAGO, ILL.

ECHLIN - UNITED OF CANADA, LTD. • TORONTO

IGNITION & ELECTRICAL PARTS • HYDRAULIC & POWER BRAKE PARTS • BRAKE CABLES • BRAKE FLUID • SPEEDOMETER CABLES



Plans for an intensive sales program for 1961 and election of new officers were the principal items of business at the recent annual meeting of the Dodge dealers advisory conference's national committee at Detroit. Shown are (l. to r.): seated, General Sales Manager John B. Naughton; J. R. Wegge, Pasadena, Calif.; John Drew, Sacramento, Calif.; General Manager Byron J. Nichols; John H. Lander, Atlanta; Frank Collard, Waterloo, Ia.; Mike Rendaci, Clinton, Ind., and Wilbur Hawkins, Randolph, Mass.; second row, Charles Isbell, Kirkwood, Mo.; W. B. Scott, Charlotte, N. C.; R. W. Marberger, Norristown, Pa.; Jess Myers, Covina, Calif.; John White, Mineola, N. Y.; Frank Elliott, Bedford, O.; John Geringer, Tracy, Calif.; George Tunis, Freeport, N. Y., and Fred M. Sutter, Columbus, Ind.; third row, L. J. Ouellette, Dodge director of dealer relations; W. H. Edwards, Aberdeen, S. D.; B. J. Clark, Lawrence, Kan.; H. E. Johnson, Youngstown, O.; Harold Walsh, Everett, Wash.; D. T. Roney, Detroit; L. D. Eversole, La Crosse, Wis.; R. H. Craig, Albany, N. Y.; P. H. McNulty, Pine Bluff, Ark., and G. C. Dewell, Lubbock, Texas. Lander was reelected chairman.

Frontier Mfg. Dedicates New Texas Home

Frontier Mfg. Co., a pioneer in the steel shelving industry, celebrated completion of its new manufacturing facilities with an open house in the plant in Dallas Dec. 15.

This firm claims to be the largest manufacturer of steel shelving and related equipment south of the Chicago area and to world-wide distribution of its output to practically every business and industrial category. Its products are widely used in the automotive aftermarket.

Frontier was established in Dallas in 1947 as a manufacturer of juvenile furniture, hotel accessories, telephone tables and related products. Developments and expansion resulted in the purchase of a 2½-acre site where the huge new plant was recently completed. The plant is a multi-story, masonry-and-steel building with 120,000 square feet of space.

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SCO-PANS

Over 600 Schofield[®] autobody panels now available!

the No. 1 Line

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SCHOFIELD SCO-PAN[®] CATALOG

Schofield leads the industry in quality and in the solution of body repair problems.

Smart bodymen look to Schofield for the latest repair methods!

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MANUFACTURING COMPANY
Cleveland 17, Ohio

ONE SECOND DECADE AS THE WORLD'S LEADING
MANUFACTURER OF BODY REPLACEMENT PANELS

My Name _____
Company _____
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SEE US AT THE A.A.M.A. SHOW—BOOTHS 655 & 656

Better products, faster, from your Federal-Mogul jobber:



Proving ground for your reputation

Your reputation is out there on the highway . . . being proved in every car you overhaul. That's why it makes sound business sense to use the best replacement parts, like Federal-Mogul engine bearings. Skilled mechanics have made Federal-Mogul their No. 1 choice in replacement bearings, because these bearings are built better to give longer service.

And you can get Federal-Mogul engine bearings when you need them. Unlimited types and sizes for American and leading imported cars let you turn out any job just as fast as it comes in. There's no time wasted waiting for bearings that never show up. Let Federal-Mogul help you build a reputation for faster, better service. Call your F-M jobber today.



FEDERAL-MOGUL ENGINE BEARINGS

FEDERAL-MOGUL SERVICE
DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



**SPECIFY DELCO-REMY
IGNITION PARTS
TO RESTORE
NEW-CAR
PERFORMANCE,
SPEED SERVICE,
INCREASE
PROFITS!**



Here's opportunity for you! A national trade magazine* survey shows that 84% of the cars on the road today need some kind of ignition work. Just take a quick look under the distributor caps of your customers' cars, and when you spot trouble, suggest a complete tune-up—replace worn ignition components with Delco-Remy parts.

Why Delco-Remy? Because they are the *quality* ignition service parts for all popular American cars and light trucks. They're ready to install, and make ignition systems perform like new. And new packages make these Delco-Remy parts easier to stock, identify and sell.

- 1** DELCO-REMY DISTRIBUTOR CAPS are designed and built of highly dielectric, shock and heat resistant materials, and feature voltage-saving internal ribs.
- 2** DELCO-REMY CONTACT SETS are factory-adjusted and aligned for quick, easy installation. Heat-sealed, moisture-proof packages protect contact sets against dirt and oxidation.
- 3** DELCO-REMY ROTORS combine maximum strength with minimum weight and superior balance to assure smooth rotation at slow or turnpike speeds.
- 4** DELCO-REMY CONDENSERS assure correct electrical capacity and resist voltage breakdown. Hermetic seal keeps out harmful moisture, oil, and vapors.

Delco-Remy electrical parts are available at car or truck dealers, or through the United Motors System.

*MOTOR—June, 1959

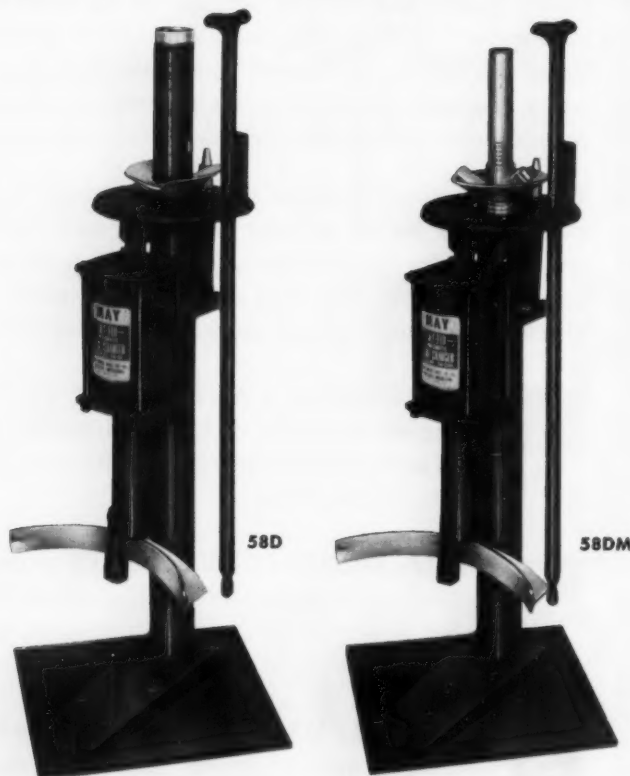
Delco-Remy electrical systems



FROM THE HIGHWAY TO THE STARS

DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA

MEET A PAIR OF MAY QUICK-CHANGE ARTISTS!



These two new May air-powered tire changers are a lot alike. They both have an extra heavy-duty JET-FLO Bead Breaker that instantly frees beads on the toughest tires. And, they both handle all car tires including 12" wheels in fast, back-saving time!

What's the difference? The Model 58D has a fast-action, air-operated wheel hold-down while the 58DM features a rugged all-weather, quick-lock mechanical hold-down that makes this unit ideal for outdoor installation even in extreme climates. Whichever one you choose, you can be sure of getting a compact, trouble-free machine with plenty of power—at the lowest cost on the market today!



◀ Here's the versatile May model 77 "convertible" tire changer—designed to handle *all* domestic and foreign wheels . . . with or without center holes!

New 12 page catalog gives full information on the entire May line of tire changing equipment. Send for your free copy today!



All May Equipment Sold Only
Through Qualified Jobbers.

MAY BROTHERS MFG. CO.
21300 Eureka Road • Taylor, Michigan

If You Remember This (Continued from page 41)

Then came the vacuum tank. In this system the atmospheric pressure was made available to lift the gasoline from the rear tank by means of engine manifold vacuum. The tank was divided into two chambers, the upper or vacuum receiving chamber, the lower being the delivery chamber.

The tank was connected in the system by means of pipes. One pipe connected the tank to the main gasoline tank, one to the intake manifold and one to the carburetor, and, of course, there was a vent pipe to atmosphere.

The vacuum and atmosphere pipes were controlled by valves operated by a float through a system of levers which alternately opened one and closed the other.

The lower chamber fed fuel to the carburetor and was always open to atmospheric pressure.

The upper chamber was connected to the lower chamber by a short pipe having a flap valve. The object of this valve was to prevent fuel from being drawn into the upper chamber when there was vacuum in the upper chamber.

Fuel Flow Back Then

In operation, the vacuum created in the upper chamber caused the atmospheric pressure to force fuel from the main tank. As the fuel flowed into the upper chamber it caused the float to raise. When the float reached a predetermined height, it automatically closed the vacuum valve and opened the atmospheric valve, allowing the fuel to flow by gravity into the lower chamber. This operation was repeated as necessary.

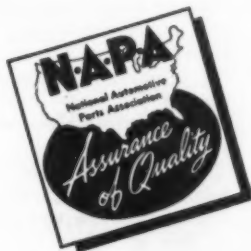
Then came the fuel pump, both mechanical and electric. The updraft carburetors were replaced with the downdraft.

Intake manifolds have been changed. When the Swan manifold was introduced (if my memory is correct, it was first introduced on the Rickenbacker), it was supposed to be the Ultimate! They wanted to get the carburetor as near the cylinders as possible. Now they are trying to get them as far from the cylinders as possible (ram induction), and there is fuel injection.

In reflecting, we recall a unit which we often wonder why it was discarded: the Skinner oil rectifier. This unit was used on some sleeve valve engines. In some ways its operation was like that of the gasoline vacuum tank. It was connected to the intake manifold by a pipe, and



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Any Tool you ever need is no further away than a 'phone call to your NAPA Jobber! No need to wait for service! Check YOUR Tool Kit right now. Just pick up the 'phone and get that New Britain Tool immediately that you have been needing or intending to buy. It will make money for you. Remember! The cost of Tools you use in your work is deductible from your income tax.

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NEW BRITAIN • CONN.**

***New Britain*
HAND TOOLS**

there was a pipe connected to the side of each cylinder.

The upper tank of this unit was recessed into the exhaust manifold. The lower tank was connected to the crankcase. In operation, the vacuum created in the upper tank would cause any excess oil on the cylinder walls to be forced into the upper tank, where it was heated by the exhaust manifold, thus evaporating any gas or moisture, and when the upper tank was full the oil was released through the lower tank into the crankcase.

In the search for a better ride, we have passed through many changes in springs—the $\frac{1}{4}$ elliptic, $\frac{1}{2}$ elliptic, $\frac{3}{4}$ elliptic, Tull elliptic, cantilever, coil and now the torsion bar.

There have been many changes in the power train: some are new, while others are just improvements on the old.

Let's consider the clutch. There was the cone; in its day a container of fullers earth was most certain to be found in every mechanic's tool box.

The multiple-disc, dry or lubri-

cated. It was difficult to keep rattles out of the dry type. The lubricated multiple-disc is used in today's automatic transmissions.

The plate, single or double. The single-plate type is used with today's passenger-car manual shift transmission, while the double plate is used on heavy-duty units.

Planetary gear transmissions were used on many of the "old ones" and today's automatics would be lost without planetary gears.

From the fabric disc, universal joints have been changed and improved until drive shaft vibration has been practically eliminated.

Use of the new flexible drive shaft should eliminate concern about U-joint angularity.

During these years advocates of the torque tube drive have made their claims, while the advocates of the Hotchkiss drive have made theirs; today their use is about even.

In reviewing the past 40 years we have reached certain conclusions:

1.—The auto industry is a great business; it uses more steel, more raw products than any other.

2.—It and its allied industries employ more people than any other group. It moves more "goods" and carries more passengers more miles than all the railroads and air lines in the country.

Yet: The "horseless carriage" has created more nasty dispositions than any single item in our nation.

And for those who get the grime and grease in their hair, eyes and ears, it has always offered a comfortable income. It is always interesting, because there is always something new or an improvement of the old.

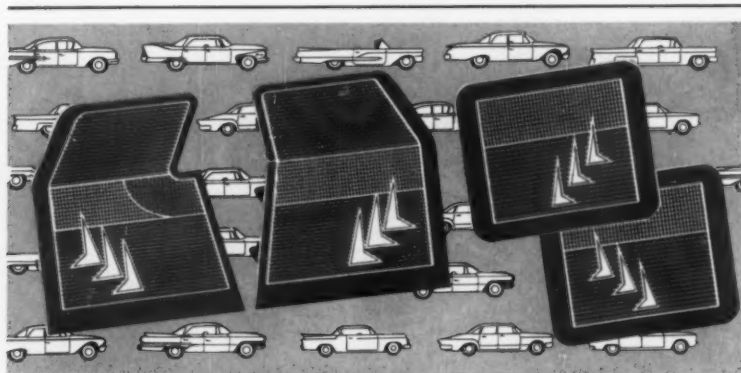
Early Texas Days

(Continued from page 55)

chanics! Any good "handy man" would make a top mechanic. Now we have 52 mechanics in this dealership and consider the difference in requirements. Six-cylinder cars, eight-cylinder cars, big cars, little cars, air conditioning, power brakes, power here, power there. There's a big difference in the type of mechanics you must have. You don't fix 'em with baling wire like you could a model T.

However, some of the practices followed in today's retail automobile market are about as much out of date as baling wire. Like baling wire, some of the practices of this business have lost their usefulness and must be corrected.

Previously, I mentioned that we could have higher class salesmen,



MONKEY GRIP covers the CAR MAT MARKET

- IT PAYS FOR ITSELF
- SELLS MATS FASTER
- EARNS BIG PROFITS
- EASY TO HANDLE
- LASTS FOR YEARS

... for compact and standard cars

There are no lost sales when you handle Monkey Grip Car Mats. Minimum inventory investment covers virtually any make or model automobile... in twin mat sets or over-the-hump styles.

GET THIS NEW DISPLAY MAT-RACK ON WHEELS on NO-COST-TO-DEALER plan

Dealer pays only \$12.44, and receives one pair M-33 (front) mats and one pair M-34 (rear) mats. Suggested retail price of mats covers cost of rack.

FREE LITERATURE FOR THE ASKING

MONKEY GRIP SALES CO.

P. O. BOX 6170 • DALLAS, TEXAS

MOPAR ANNOUNCES A COMPLETE LINE OF REMANUFACTURED PARTS

(FOR ALL MAKES
OF VEHICLES)

Now—for the first time—a COMPLETE QUALITY LINE... MoPar Remanufactured Parts for Chrysler Corporation products... and Remanufactured Parts for other vehicles

MoPar proudly announces an entirely new concept in remanufactured parts . . . offering—

- NEW** quality control
- NEW** one-stop service
- NEW** fast distribution

Now MoPar Parts Wholesalers and Chrysler Motors Corporation Dealers are your headquarters for the first truly COMPLETE quality line:

1. **MoPar Approved Remanufactured Parts** . . . precisely engineered to fit all Chrysler Corporation vehicles . . . and
2. **Quality Remanufactured Parts** . . . for outstanding performance in other makes of vehicles!

**SAVE TIME, SAVE MONEY!
INSTALL RATHER THAN OVERHAUL!**

These remanufactured parts fit right—install quickly—cost less. **Warranty replacement** is offered on a nation-wide basis (4000 miles or 90 days) by the MoPar Approved Parts Remanufacturers, through participating Chrysler Motors Corporation Dealers.

FULL LINE NOW AVAILABLE! These and many other parts available now . . . a complete line . . . no bobtailing.

6 and 8 cylinder engines (short and complete blocks)	voltage regulators
V-8 cylinder heads	carburetors
automatic transmissions	clutch assemblies
fuel pumps	crankshafts
generators and armatures	oil pumps
starters and armatures	connecting rods
	torque convertors

For high quality and low cost—call your MoPar Wholesaler or Chrysler Motors Corporation Dealer now!



MOPAR PARTS AND ACCESSORIES, CHRYSLER MOTORS CORPORATION, DETROIT 31, MICHIGAN

and we can. My solution is for the factories to move in and help dealers set up some kind of revolving income fund for salesmen, instead of having a salesman take all his profits in one month for that month and—perhaps—spend it all that month. What we need is some kind of plan that permits a car salesman to take his income like an insurance salesman takes his.

My attention has been attracted to reports concerning the proposed NADA dealer-salesman pension program and I believe that anything

NADA might do to improve the lot of salesmen will be good. But it seems to me that NADA's attempt to organize a pension plan is putting the cart before the horse.

What we need first is a solution to the salesman's income problem. Unless a salesman's earnings are improved, he can't pay for a pension plan; and he won't stay long enough in any one dealership to be entitled to a pension.

There is one practice—that of a large number of dealers who quote fleet accounts at "invoice plus"—

that should be abolished by intervention of factories. Perhaps some of these same dealers are in a class with another large number who will have to be improved with factory help, or the business in general will suffer.

There are at least two things factories could do to upgrade a lot of dealers. They could analyze a dealer's advertising and pay his cooperative allowance strictly on the basis of what is good, clean advertising, beneficial to the industry. Factories could improve the position of a lot of dealers — including the invoice plussers—by putting something into each and every new-car deal that a dealer positively can't give away.

Maybe the factories will call this paternalism and wonder if we dealers can't run our own businesses, but the answer to this is obvious.

In the (??) Ole Days

(Continued from page 38)

controlled outlets and captive accounts.

As industry came more and more to rely on motor transportation, its purchases of motor trucks increased to a point where outside maintenance became both inconvenient and expensive. Thus the evolution of the fleet maintenance shop as we know it today gradually became a fact, and the automotive jobber annexed a new outlet for his merchandise, since by this time he was able to supply some replacement parts as well as shop supplies and accessories. The fleet account became a prime account both from the standpoint of volume and credit.

Speaking of credit reminds me of an amusing incident that happened some years ago. We had at that time a credit man who, when he thought occasion required it, could write some pretty nasty letters to customers who were dragging a past-due balance through the 60- or 90-day doldrums. Their reaction to his literary efforts meant "no sweat" to him for, after all, he did not have to massage their fur back in place and continue to sell them.

One day a garageman who seemed to have lost his check book as far as we were concerned, or decided we were operating on a budget plan, came into the store. Our credit man happened to be in town engaged in one of his periodical efforts to get some of our more recalcitrant customers to assist him with his collection of those pictures of Lincoln, Washington and Hamilton that are printed on the green paper with interwoven threads.

GRIFFIN...the complete line of fleet engineered truck and bus mirrors



● When it comes to mirrors—depend on Griffin, the *complete* line.

Griffin mirrors have extra-strong construction for longer life. In every detail, they're built to keep your maintenance at a minimum.

For instance, all metal parts are rust-proofed before being given a lasting finish of enamel.

Silvered mirror surfaces are hermetically sealed with copper for

added life and service. They won't streak, cloud, discolor or flake.

Three tension screws securely lock the mirror heads in proper position.

See your Griffin Distributor now. Stocks in all principal cities.

THE GRIFFIN LAMP COMPANY
SHELBY, MISSISSIPPI

GRIFFIN
AUTOMOTIVE SAFETY LIGHTING



PUTS YOU A STEP AHEAD...

- Guaranteed sales.
- Guaranteed against obsolescence.
- Automatic stock control.
- Instant identification of the right filter.
- Balanced stock for your needs.
- Minimum investment — fast turnover.

... a giant step on the path of profits with WIX-O-MATIC, the selling system for Air Filters and Oil Filters that deducts the risk, the doubt, wasted time and unnecessary inventory.

WIX-O-MATIC enables you to serve customers quicker and better and makes the job easier for your service mechanics. It's the big important profit story your jobber wants to tell you. Call him today!

WIX CORPORATION • GASTONIA, N. C.

In Canada: Wix Corporation Ltd., Toronto

In New Zealand: Wix Corporation New Zealand Ltd., Auckland

These two gentlemen had never met, in spite of a long—though not particularly friendly—correspondence. After telling the counterman what he wanted, the garageman said:

"Guess I better give you a check while I am in here, or that S.O.B. in your main office will write me another one of his damn nasty letters."

I immediately arose to the occasion and said:

"Wouldn't you like to meet that S.O.B.? He is right here," proceeded

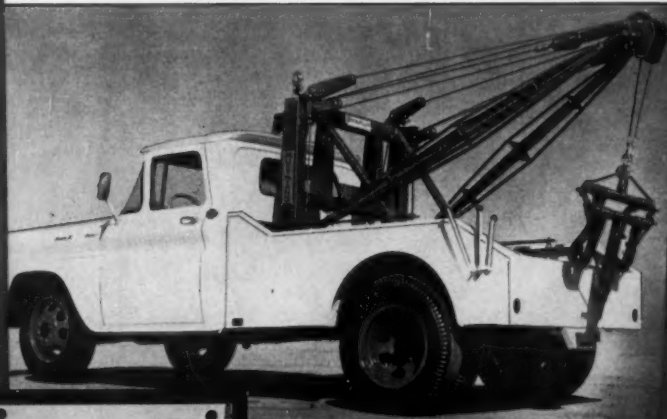
ing then with the introduction.

The poor devil could not run or drop through the floor, so he just stood there speechless, and the expression on his face was like that of the fellow who, having successfully recruited pleasant feminine companionship, was seated in a cocktail lounge hoisting a few when, on looking up, he saw his wife in the doorway observing the proceedings.

However, our watchdog of the treasury came through with unruffled aplomb and said:

STRINGFELLOW WRECKERS

**Put SPEED and POWER behind the cab
and MORE PROFITS in your pocket!**



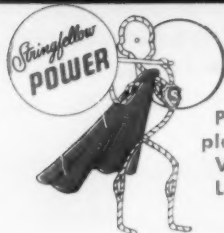
THE NEW — RB-20 TOW SLING
is unique in every manner and most versatile to handle all cars. Two pieces of DACRON belting having a lifting or tensile capacity in excess of 20,000 lbs.

Its other important values consist of, lightweight, easy hook-up, customer satisfaction and EXTRA PROFITS.

For the best in wrecker equipment IT'S STRINGFELLOW. Write today for catalog, descriptive information and name of jobber nearest you.

Manufactured by

**W.T. STRINGFELLOW
& CO. INC.**
125 • 12th AVENUE, NO.
NASHVILLE 3, TENNESSEE



POWER . . .
plus SPEED,
VERSATILITY,
LOW COST

"That's all right, Mr. Jones, I don't care what people call me just so they pay me."

Thus far I have said nothing at all about shop equipment which in time became a source of good volume and profit for most of us. This was before the days of the major oil Co.'s Operation Chisel and the many ramifications of what you might well call Lend Lease.

It was also before so many of our jobbers became more volume-minded than profit-wise, and started giving away part of their profit, which, if they kept it all, was little enough. Believe me, when you give away up to half of a 25% or 30% gross profit, you wind up with gravy so thin your operating statement soon becomes an unpalatable morsel to swallow.

Wonder how many of you readers recall the ambulant shop equipment clinics that some of the car manufacturers staged years ago, Ford Motor Co. in particular? These were arranged in cooperation with the manufacturers of the shop equipment, and one or two jobbers who handled the lines.

Ford and an Atlanta Jobber

I well remember an occasion when Ford Motor Co., in cooperation with an Atlanta jobber and the firm I was traveling for at the time, loaded some Ford trucks with equipment which the factory not only felt that their dealers should have, but insisted that they buy, much to our delight.

This hegira started out from Atlanta bound for points in Georgia and Florida. Stops were made in pre-selected larger towns, and the merchandise set up in the local Ford dealer's place of business. Invitations were dispatched in advance to nearby Ford dealers, telling them the time and place and also advising them that they better be there.

Among the many things considered necessary to properly service the famous rut cutter with the brass-bound radiator and triple floor pedals were magneto testers, vibrator coil testers, bearing burning-in and running-in machines, motor stands, grease racks (and I don't mean hydraulic lifts), valve refacers and reseating cutters, electric drills, air compressors, cylinder hones, wheel and gear pullers, hand tools and other things that have long since been relegated to the same limbo as the hand horn and acetylene headlamp.

You hear a lot about the "hard sell" nowadays, but this setup certainly was the original "Soft Sell."

For Extra Headlamp Profits:

Replace Obsolete 7" Lamps



New 6000 series Vision-Aid Headlamps with Spotlight Low Beams make all 5000 series headlamps obsolete. They vastly improve visibility in all types of driving . . . they give 2-headlamp cars more of the 4-headlamp efficiency. Switch over your customers and gain extra profits in the bargain.

New Vision-Aid Headlamps with Spotlight Low Beams — initial equipment choice of leading car manufacturers — insure these *extra* profits. The Spotlight Low Beam is

scientifically positioned where it's needed most — down the right side of the road, away from the headlights of oncoming traffic. The more powerful high beam makes visibility on the open highway safer and easier. These Vision-Aid headlamps are long on reliable service, too.

Insure your service work and your profits. Tell your supplier to make 'em Vision-Aid Headlamps with Spotlight Low Beams. Automotive Products Division, Tung-Sol Electric Inc., Newark 4, New Jersey.



TUNG-SOL®

The only complete automotive lighting line

HEADLAMPS • MINIATURE LAMPS • FLASHERS

SOUTHERN AUTOMOTIVE JOURNAL for January 1961

Want more facts? Use Reader Service Card Page 107

101

The car manufacturer brought the prospects in to see the display, their representatives were on hand along with ourselves and the equipment manufacturer's men. You can easily see from this that the poor Ford dealer in attendance at this delightful gathering was like a country boy at his first sorority dance; he could not get away.

The *modus operandi* was simple. The prospect was led firmly but not forcibly up to the piece of equipment, the factory roadman determined if there was one in his shop

and, if not, "suggested" that he order it. The bolt-and-nut purveyor lurking in the background within earshot appeared at this moment of coercion *sans* decision and started writing.

The sponsoring jobbers had a gentlemen's agreement to more or less split the business, and in the final shakedown everything worked out okay and everybody was happy, including the car manufacturers' men. There were no payola investigations then—just the hard-working jobbers' salesmen; in fact, the only

one not particularly thrilled with the proceedings, and results thereof, was the purchaser.

After a busy day the trucks were reloaded, cranked and the caravan moved on. If I told you how much shop equipment we sold the day I was privileged to participate, I am afraid you would submit my name for the presidency of the Ananias Club.

If you have stayed with me this far I am sure you realize that despite my battle scars and inveterate verbosity, I have had a lot of fun on my automotive journey down through the years. I am proud to be a part of this business, a business if you please that gives so much service to so many; a business which is never lacking in interest, challenge and excitement.

I am not on the bench and still make selling trips on the road, though some of my friends malign my motives by saying that I do so because the phones in the store keep me awake. Others say I find it much better to pull up under the shade of an oak tree along the highway to listen to a ball game on the car radio uninterrupted, than to stay in the store where someone is always coming in to tell a new story or buy something.

Truth is, I have a pronounced weakness for rib roast and thick steaks, and in order to indulge it and keep the little woman out of sack cloth, I still have to work, fallen arches, uneven shoulder blades and other infirmities notwithstanding.

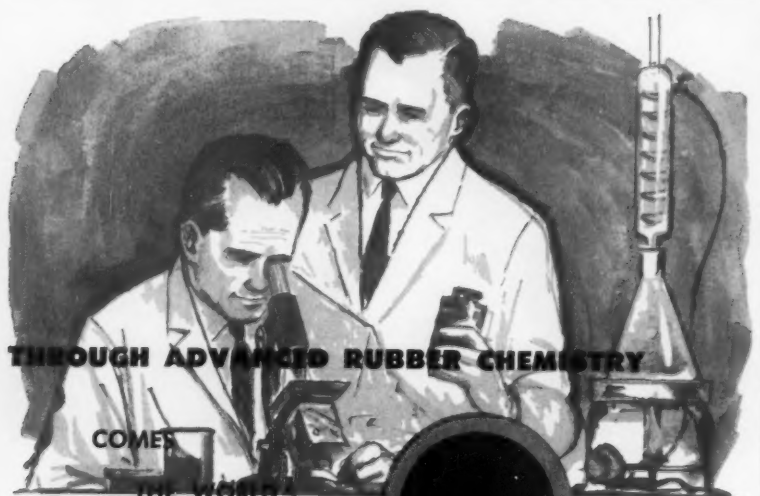
Besides, I want a new set of tubeless tires for my wheelchair and a fresh bottle of Geritol, as soon as I can afford them.

Yantis: One Order Refused
(Continued from page 57)

nothing?

We decided to stay in business and make the changeover. Once into the parts business, we discovered we could not profitably distribute over a radius of more than 50 miles. That brought up another question. Should we go into branch store operation? Or confine our efforts to one store and a radius of 50 miles? In 1928 that was a tough question, but we decided to go the branch-store route and in that year opened the first branch at Muskogee, Okla., 70 miles west; and, as I have already related, now have 47 branches.

In the course of the transition we encountered difficulties with the sales force. We had travelers who didn't like the parts business, so we



THROUGH ADVANCED RUBBER CHEMISTRY

COMES

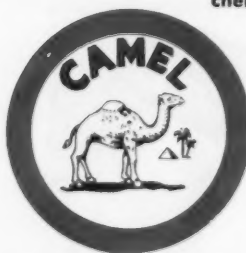
THE WORLD'S

UNPARALLELED

TUBELESS TIRE PATCH!

Here is the new CAMEL Chembond Patch which is easily applied to make a tubeless tire or tube repair by chemical action for their life-long service. Apply this patch either cold or hot! It's light weight and flexible, has a more tacky face and extremely tapered feathered edge.

CAMEL Chembond Cement is the active reactor that completes the chemical action . . . quickly, surely



PACKAGED:
40 Small Round
30 Medium Round
30 Small Oval
20 Medium Oval

Write for detailed information

H. B. EGAN MANUFACTURING CO.
MUSKOGEE, OKLAHOMA TORONTO, CANADA

**COMPACT
FOR
Tight Places**

**RUGGED
FOR
Tough Jobs**

Snap-on 4-TON BODY JACK

Push with the pads and toes...
pull with the pull jack and
fender clamps...*spread* with the
duck-bill spreader. You can do
so many jobs with this remarkable
SNAP-ON 4-ton body jack, it pays
for itself in short order.

Ram is short and slender —
can be used in very close quarters.
Six-foot rubber hose lets you put
ram in the best and safest position.
Hose is special oil-resistant rubber
with imbedded steel mesh — stands
2500 psi working pressure. Relief
valve protects against overload
damage.

Everything is here that you need
— all attachments, pads, tubes,
toes, spreaders, chain, etc. —
and all are made to SNAP-ON's
high-quality specifications to assure
long, rugged life.

**TO MECHANICS
WHO SERVICE
FOREIGN CARS**

Ask about SNAP-ON
wrenches in Metric
or Whitworth stand-
ard sizes. Available
in most popular
types and sizes.



BJ-4-S Body Jack
Yours on easy payments

STAND KEEPS PARTS HANDY

This handsome, sturdy storage stand eliminates the chore of
groping in a tool box for body jack parts and fittings. The smooth-
rolling, large casters (optional) make your body jack set much
more mobile and easy to transport from job to job, even over
rough, uneven floors. Stand is built to withstand hard usage. Has
various hooks and platforms to hold all parts of the BJ-4 set.
Parts are easily and quickly removed, missing parts are spotted
immediately.

YOURS ON EASY PAYMENTS

Get this 4-ton body jack now on easy terms — pay for it out of
increased profits. You'll find you can do so much more, and do
it so much better than with a small-capacity jack. Get all the
facts from your SNAP-ON man. Or write us for new catalog
describing set.

SERVICE-BACKED SHOP EQUIPMENT
SNAP-ON TOOLS

8052-A 28th Avenue

• Kenosha, Wisconsin

replaced those who were not mechanically-minded. And we actually instituted at that time a policy we have found most productive of satisfactory sales talent. We found it necessary then to train our own salesmen. We find it advisable to do so now. On the few occasions when we have brought in "outside" salesmen—salesmen trained by someone else—we have been disappointed. Such salesmen, it seems, always think they know more about our business than we do.

Some of our lessons we learned

the hard way. I have in mind a policy we put into practice with regard to the Muskogee branch soon after it was opened. The salesman working that territory was paid less for merchandise he sold, to be shipped from Muskogee, than for merchandise shipped from Fort Smith. The natural result was that he was soon working in opposition to the basic objectives of the Muskogee branch.

Redistribution? What's new about that?

We were one of the first to go the

branch-store route. Others, who lacked the courage or financial ability—and I don't mean to suggest we were rolling in wealth in 1928, continued with one-store operation. In doing so, of course, they took a smaller profit by selling to independent wholesalers.

One-store operation has stimulated competition for one-store operators in some of the big centers of population in the Southwest. There are hotbeds of competition today in some metropolitan centers where, 30 years or so ago, there were only a few jobbers, none of whom branched out. I have in mind one such Southwestern metropolis I will not name. In 1928 it contained four jobbers. None of them went the branch-store route. Now this metropolis contains 65 jobbers.

All our thinking in terms of branch-store operation concerns itself with the availability of merchandise for customers—acceptable and standard brands, readily and consistently available to customers.

We don't try too hard to get an inventory turnover. We don't think it is practical to get a substantial turnover in the parts business. We can't get it. If we got 3.4 we think we are doing all right.

"Luxury" to Necessity (Continued from page 53)

registered in the Southern territory.

The editors of SOUTHERN AUTOMOTIVE JOURNAL in their first issue expressed our editorial policy:

"It will be our endeavor, first of all, to cooperate in every possible way with the various automotive trade associations, both state and local, throughout the South as well as with the national organizations. We want this publication to serve as a medium for announcements of their plans and discussions of their activities. We realize that there is nothing of more vital importance to the trade than the work which these progressive organizations are doing.

"It will be our endeavor to feature all the important news of the trade, to tell of the changes which are taking place, to describe and illustrate the new cars, tires and accessories as they are developed and perfected.

"And it will be our policy, finally, to spread the gospel of better sales policies, display plans, service methods, etc., by featuring in each issue detailed articles describing the experiences of dealers and distributors who have worked out successfully and in a practical way the most progressive ideas on business man-

Here's what
to expect
when you
handle the
Shurhit
line...



TOP QUALITY IGNITION PARTS

Tops in appearance and tops in performance—backed by an unequalled factory guarantee of complete customer satisfaction. Truly, the WORLD'S finest IGNITION.

CHOICE OF 6 CABINETS

to keep your stock orderly, protected and to advertise that you are prepared to render complete ignition service.

SERVICE DATA and TUNE-UP INFORMATION

Product information, instructions, service tips and tune-up charts on all types of engines will help you do a complete and thorough service job.

SALES and TRAINING AIDS

Window posters, mailing pieces and attention getters help you promote business and a TRAINING MANUAL to improve your ignition knowledge and techniques.

Contact your SHURHIT
Jobber TODAY and find
out how you can become
a SHURHIT Stocking Dealer
at an amazingly small
initial outlay.



Shurhit PRODUCTS, INC.
Waukegan, Illinois

Better products, *faster*, from your BCA bearing jobber:



You can sell BCA Ball Bearings to almost everybody

There are some exceptions, sure. But with all the millions of cars on the road today, the potential is enormous. All of them use ball bearings somewhere, either in the wheels, differential, clutch, generator, or transmission. Some use them in all these places. The market is just waiting to be sold.

And it's to your advantage to sell BCA ball bearings. They're second to none in quality and your BCA jobber gives you fast, sure delivery from unlimited stocks. You'll never keep a customer stewing in your office, waiting for a part that may never arrive. Call your BCA jobber for more information.



BCA BALL BEARINGS

FEDERAL-MOGUL SERVICE

Division of Federal-Mogul-Bower Bearings, Inc. • Detroit 13, Michigan



Akro HAS THE ANSWER TO ALL YOUR TIRE AND TUBE REPAIR PROBLEMS



SUPER-SEAL ON-THE-WHEEL TUBELESS TIRE REPAIR KIT

- Newest, easiest, surest way to repair tubeless tires! No need to dismount tire from wheel!
- Exclusive "Lock-In" plug design provides surer integration between plug and casing.
- Everything needed is in "Super-Seal" kit—plugs, tools, "Lubro-Cement" and easy-to-follow instructions!
- Another top quality Akro product... backed by more than 31 years of experience with tire and tube repairs!

PLUS THESE QUALITY PRODUCTS



AKRO PRODUCTS COMPANY
CANTON, OHIO
"Automotive Service & Know-How Since 1929"

agement.

"In this work, we invite the active cooperation, the suggestions and the constructive criticism of the Southern automotive dealers and distributors, to all of whom we direct the sincere request that they will help us develop this publication into a medium of real practical value to them."

Following such an editorial policy—and the policy remains the same today—SOUTHERN AUTOMOTIVE JOURNAL has enjoyed a growth comparable to that of the market of this great region. From less than 5,000 copies per month, its circulation has grown to 40,000 per month, counting among its readers the majority of the jobbers, dealers, larger garages and service stations and fleet owners throughout the South and Southwest.

Starting with approximately ten pages of advertising in the first issue, it now has the pleasure of carrying to the Southern automotive industry the advertisements of the large majority of manufacturers seeking to do business with the Southern trade.

To the readers and advertisers who have made this record possible I want to express our thanks. We hope we have served you well. In the years ahead, as in the past, this shall be our constant endeavor.

Where We've Come From!

(Continued from page 40)

I drove the truck occasionally to get parts, but it took five or six hours each way.

I started my first shop in Nashville, my present location, in 1938. I started the shop with \$250 capital and later borrowed \$1,000 from the RFC. I lost money for two years getting a toe-hold in this entirely different environment.

Later I changed to a new location in this same city. There's a tremendous contrast between my present shop and those of my early years. It is equipped with an engine-analyzing machine, scope machine, distributor machine, machine for testing brakes, machine for focusing lights, alignment machine, hydraulic grease lift and more.

The ease with which we can now test mechanical troubles, locate the trouble spots in a minute or two, plus the repairing equipment with which we can now turn out work, is a far cry from those early stumble-and-fumble days of old.

Our service volume is around \$100,000 a year and I and my son, Josh, own the business outright, including the real estate itself.

NATIONAL

helps you sell with
promotional
aids
like these —

Attention —
getting metal
signs for
outdoor display

BRAKE SERVICE



Attractive multi-colored indoor wall or counter signs



Attractive work caps



and colorful modern packaging, too...



The NATIONAL distributor in your area will be glad to supply you with these and other popular merchandising aids — and show you how to get a bigger and better deal with the National Bonded Brake Shoe Exchange program. Write us now for his name!

Distributors: Several territories still available.

NATIONAL

BRAKE BLOCK COMPANY
SINCE 1919

37-17 57th Street, Woodside 77, N. Y.

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature
and more details on any prod-
ucts mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on parts, equipment, accessories or services, just insert the appropriate key numbers of the New Product or Booklet listings in which you are interested. For more information on advertisements, just indicate the page number on which it appears.

Be sure to print or write legibly your name and address—drop it in the nearest mail box and

SAJ pays the postage!

(Cards not valid after 90 days)

#2 JANUARY 1961

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

--	--	--	--	--	--	--	--	--	--

I want details on these New Products . . . Fill in numbers

--	--	--	--	--	--	--

Send more information on following advertisements

(List page No. Also company name if more than one ad on page)

My Name Position

Company Name

Type of Business

Street

City Zone State

#1 JANUARY 1961

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

--	--	--	--	--	--	--	--	--	--

I want details on these New Products . . . Fill in numbers

--	--	--	--	--	--	--

Send more information on following advertisements

(List page No. Also company name if more than one ad on page)

My Name Position

Company Name

Type of Business

Street

City Zone State

**These cards
can help
you get
valuable
information**



BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Automotive Journal
806 PEACHTREE ST., N. E.
ATLANTA 8, GEORGIA



BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Automotive Journal
806 PEACHTREE ST., N. E.
ATLANTA 8, GEORGIA



HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

102 MODEL NUMBER INTERCHANGE— Handy reference sheet with complete listing of all passenger cars 1946 through 1960 by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Kern Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N.J.

104 VENTILATED CUSHIONS— Complete merchandising program on Kool Kooshions, including handsome wire display rack, full color catalog sheets, other advertising on complete Kool Kooshion line, Kool Kooshion Mfg. Co., Dyersburg, Tenn.

106 CAP MERCHANDISER— How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

108 ELECTRICAL EQUIPMENT FOR 1960 PASSENGER CARS— New booklet, fully illustrated covers description of units as well as servicing and adjustments of charging circuit, starting circuit and ignition circuit. Also covers D.C. and A.C. Generators. Delco-Remy Div., Technical Literature Section, Anderson, Ind.

112 SOUND SLIDE FILM— Entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

114 32 REASONS FOR OIL CONSUMPTION— An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet. American Hammered, 2001 Sanford Street, Muskegon, Mich.

119 FILTER SERVICE MANUAL AND SPECIFICATIONS— 24 pages contains useful service information on oil, air and fuel filters. Pictures and graphs give oil filter service on all late model cars. Also includes filter specifications for domestic and foreign cars and trucks as well as cross reference charts. Purolator Products, Inc., 970 New Brunswick Ave., Rahway, N.J.

122 TIRE RETRUEING— An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retrueing right on-the-car. Explains method using

most advanced truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

133 CATALOG NO. 56— Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 MOOG RINGLINER— Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

138 PLUG CHECK— A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Autolite Co., Toledo 1, Ohio.

140 PRESSURIZED COOLING SYSTEM— Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

163 THE TOOL CATALOG— Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

166 CYLINDER HEAD STOCK REMOVAL CHART— A handy pocket size showing, year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

167 1960 LAMP & FLASHER SERVICING GUIDE— Includes following information: Vision-aid headlamp information, aiming instructions, installation instructions for sealed beams and miniatures, complete auto lighting service, servicing directional signals, and specifications for 1946-60 American and European cars. Tung-Sol Electric, Inc., 95 8th Avenue, Newark, N.J.

172 A-1919 FUEL PUMP SHOP MANUAL— Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

173 HYDRAULIC PARTS— Complete master catalog of the complete line of Els hydraulic parts. Lists and illustrates the

complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1957. Els Automotive Corp., Middletown, Conn.

177 FROSTEMP AUTOMOTIVE AIR CONDITIONER— Full color brochure featuring Frostemp—the newest name in automotive air conditioning. Lindustries, Inc., 1041 Foch St., Ft. Worth, Texas.

184 NEW ILLUSTRATED CATALOG of polishing and washing accessories. Includes information on M-19 Polishers, Dust Cloths, Synthetic and Wool Wash Mitts, Domestic and Imported Chamols, Buffing Discs and Bonnets, B-335 Cutting Pads. Pit-Bar Mfg. Co., 3311 E. 45th St., Los Angeles 58, Calif.

185 SERVICE ENGINEERING BROCHURE— A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

186 FILTER CATALOG— offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., Talmadge Rd., Edison, N.J.

188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DB— Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Guages, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

193 WIRE & CABLE CATALOG— A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Autolite Co., Toledo 1, Ohio.

197 BATTERY TESTING PROCEDURE— Fully illustrated booklet gives step by step outline of fast, simple and accurate battery testing procedure. Also gives list of recommended testing equipment to have on hand. Delco-Remy Div., Technical Literature Section, Anderson, Ind.

205 90%— Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filters—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R.I.

206 THE SERVICE STORY ON SHOCK ABSORBERS— handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 3044 W. Grand Blvd., Detroit 2, Mich.

207 1957 BRAKE SHOE CATALOG— With illustrations of brake shoes and their proper application, etc.—National Brake Block Corp., 37-17 57th St., Woodside 77, N.Y.

213 SHOCK ABSORBER CATALOG NO. 320-T-A— A 16-page listing by numbers or by makes—shock absorbers for every automotive need—passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

**NEW
"BELL-RINGER"
demonstrator
FREE!**



Helps you sell more **MONROE** Super Load-Levelers®

Terrific merchandising idea that will help you ring up more sales than ever before! With each assortment of the 6 most popular Super Load-Levelers, you get the new Monroe "Bell Ringer." It's a handy car level gage that you put under a rear bumper, like a bumper jack. Set the gage to fit the customer's car. Add weight to the rear seat or trunk. The buzzer sounds . . . and the indicator rod clearly shows your customer that he needs Super Load-Levelers for a safer, more comfortable ride.

Add this new idea to the far-reaching Monroe promotional drive, and you can't miss. Monroe Super Load-Levelers get a tremendous push, month-after-month, in *LIFE*, *THE SATURDAY EVENING POST*, *POPULAR MECHANICS* and *SPORTS ILLUSTRATED*. Every morning Monday through Friday, millions of car owners hear the WESTBROOK VAN VOORHIS, "Monroe News" program—and every morning and late afternoon millions more listen to *BILL STERN* on the "Monroe Sports-reel." Both of these popular broadcasters sell Super Load-Levelers on more than 325 stations of the Mutual Network. All this, plus plenty of promotional material—ready to help you tie in directly with the profit-winning national campaign!

**Call your jobber now. Get all the details about this terrific
MONROE BR-6 ASSORTMENT!**

BR-6 Assortment—6 Super Load-Levelers

Your selling price	\$131.70
Cost	88.50
YOUR PROFIT	\$43.20

FREE

\$5 Bell Ringer
\$3 Outdoor Plastic Banner (10')
\$3 Display Board and Rack
Window Banners
100 Hand-out Leaflets

MONROE AUTO EQUIPMENT COMPANY, Monroe, Michigan
In Canada, Monroe-Acme Ltd., Toronto, Ontario
In Mexico, Mex-Par, Box 28154, Mexico City
WORLD'S LARGEST MAKER OF RIDE CONTROL PRODUCTS



HELPFUL BOOKLETS FREE!

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N.Y.

222 "WHAT PRICE QUALITY"—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N.Y.

225 THE "CAMEL COOLIE" VENTILATED SPRING CUSHION four color catalog page is now available. This newest product is hailed by the industry as a welcome addition to the Camel line. H. B. Egan Mfg. Co., Muskogee, Okla.

226 OIL LEAK DETECTOR—Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure—one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.

228 ENVELOPE STUFFER—Describes in detail the starting fluid, fire extinguisher, spot remover and penetrating oil now available from Spray Products Corp., P. O. Box 584, Camden 1, N.J.

230 SIOUX TOOLS—New Catalog No. 58. Sixty pages. New items include Air Impact Wrenches, Air Screwdrivers, Valve Cleaners, All-Angle Drill Kit, Electric Screwdriver sets, and Pelican Nut Accumulators for use with impact wrenches. Also complete information on Valve Face Grinding Machines, Valve Seat Grinders, Electric Drills, Hole Saws, Electric Bench and Portable Grinders, Wire Wheel Brushes, Flexible Shaft Machines, Electric Sanders, Abrasive Discs, Electric Polishers, Electric Impact Wrenches, Electric Saws and Flat Sanders. Albertson & Company, Inc., 3100 Lowell Avenue, Sioux City 2, Iowa.

235 METHODS OF TUBELESS TIRE REPAIRING—An authoritative brochure with illustrated steps on the permanent repair of tubeless tires, using either the hot or cold vulcanizing methods is available from H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee, Okla.

242 AUTOMOTIVE LINES—4-page booklet lists all of the Solder Seal chemical tools, giving part numbers, size, case contents, list and dealer prices. Radiator Specialty Co., 1400 W. Independence Blvd., Charlotte 8, N.C.

251 NEW EATON CAP CATALOG—Illustrating and describing Eaton radiator pressure caps, fuel tank caps, locking gas caps, oil filler caps and the new Eaton cap and cooling system tester. Also catalog-

sheet showing special cap combination offers, and new Eaton cap merchandiser display rack which acts as an "automatic cap salesman" and saves time in checking inventory and ordering fastest moving items. Eaton Mfg. Co., Stamping Div., 17877 St. Clair Ave., Cleveland 10, Ohio.

255 TOOL CATALOG "X"—128 pages gives pictures, descriptions and specifications of the complete line of Snap-On Tools and shop equipment, including the latest electrical and electronic engine testing instruments, wheel aligning and balancing equipment, etc. Snap-On Tools Corp., Kenosha, Wis.

262 OIL FILTER SELLING AIDS—Wix O-Matic the guide to extra profits in oil filter service sales. A revolutionary merchandising concept featuring minimum, controlled inventory, guaranteed sales, perpetual stock control, Dial-O-Matic cartridge selector, cartridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers—floor cabinet or wall rack. Ask for brochure giving complete details. Wix Corp., Gastonia, N.C.

264 TIRE VALVES, EQUIPMENT AND TOOLS—Complete jobber catalog describes the entire line; giving numbers, description, packaging and weight of each item. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack N. J.

265 TIRE VALVE WALL CHART—Comparison chart shows application of tubeless tire valves by car name. Also shows the interchange stock numbers of other manufacturers. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N. J.

271 AUTOMOTIVE CHEMICALS—8 page catalog gives description of each item in the Permatex line giving uses, parts numbers and sizes. Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N. Y.

274 EQUIPMENT CATALOG—New 24 page catalog includes Telaliner and Magnetic Gauge units, on and off the car balancers, body frame machines, safety testing equipment, and the tools and gauges for every phase of alignment work. Bear Mfg. Co., Rock Island, Ill.

275 PISTON RING—16-page booklet contains a description of the Modern Power features of Ramco Piston Rings complete with illustrations. Ramsey Corp., P. O. Box 513, St. Louis 66, Mo.

299 SELLING RING JOBS—6-page folder entitled "The Sealed Power 4-Way Check Plan" shows you the essential points necessary for successful ring jobs. Will greatly assist you in doing a better selling job with customers. Sealed Power Corp., 580 Sanford Ave., Muskegon, Mich.

305 DUAL-PURPOSE TIRE REPAIR PATCHES—Illustrated catalog describing new Self-Vulcanizing Dual-Purpose Patches. Metal dispenser cabinet for shop use—patches packed in handy dispenser cartons. Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.

313 NEW IGNITION BOOKLET FOR JOBBERS—Entitled "What do you EXPECT from Ignition" presents new and valuable information on the growth and profit possibilities of ignition, as well as some interesting sidelights on the use of ignition as a business stimulator for other wholesaler lines. Shurhit Products, Inc., Waukegan, Ill.

318 NEW BATTERY SERVICING EQUIPMENT CATALOG—This catalog designated Bulletin A-59 illustrates the "New

Look" which is featured in the Christie fast battery chargers. Also described is a complete new line of "Handee Chargers" for home, farm, marine, and industrial users. Christie Electric Corp., 3410 W. 67th St., Los Angeles 43, Calif.

319 BRAKE AND SHOCK CATALOG—20-page catalog and price list of Girling brakes and shock absorbers for imported cars. Covers popular models from 1948-1959. Includes brake and clutch supply tanks, lined brake shoes, brake parts, service kits, disc brakes and shock absorbers. Lucas Electrical Services, Inc., 501 W. 42nd St., New York 36, N. Y.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

321 TRI-CON HOSE NOZZLE—Descriptive literature and price list on famous Tri-Con Hose Nozzle. Product has been used by industry, car wash, and home owners for over a quarter of a century. Molded Specialties Inc., 19801 St. Clair Ave., Cleveland 19, Ohio.

325 POWER STEERING REPAIR KIT CATALOG—Introduces Everhot's new line of KWICKY POWER STEERING REPAIR KITS. KITS contain all the parts necessary for efficient service of all GM, Ford, Chrysler, American Motors and Studebaker-Packard models, 1952 through 1960. Easy-to-follow instructions and exploded illustrations in every KIT. New catalog contains complete alphabetical listings by car make, model and year; listings by KWICKY KIT number; Interchange Data, and Exploded Illustrations. ASK for Catalog PK-260. Everhot Products Co., 2001 W. Carroll Ave., Chicago 12, Ill.

337 AUTOMOTIVE PRODUCTS GUIDE—Illustrated 11" x 17" wall chart gives full line of Permatex automotive chemicals plus the application of each. Includes parts numbers, sizes and prices. Permatex Co., Inc., 300 Broadway, Huntington Station, Long Island City, N. Y.

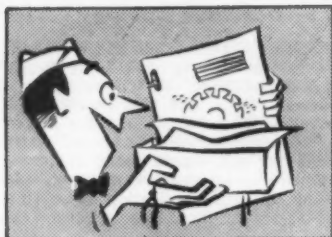
340 OIL, AIR, FUEL AND WATER FILTERS—Valuable information on oil, air, fuel and water filters. Complete selection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R. I.

343 NEW SCHOOL BROCHURE—Includes descriptions of the courses offered in classes which begin every Monday, plus pictures of the facilities and equipment used. Bear Mfg. Co., Rock Island, Ill.

345 HYDRAULIC BRAKE WALL CHART—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Els Automotive Corp., P. O. Box 701, Middletown, Conn.

348 DIRECT OIL CONVERSION KIT—Catalog sheet describes kit for postwar 6-cylinder Chevrolets. Kit saves time and builds business. Contains copper tubing and fittings required for rocker arm lubrication of almost any postwar 6-cylinder Chevrolet. Planet Metal Products Corp., 964 Dean St., Brooklyn, N. Y.

349 FACTS ABOUT FILTERS—A new booklet designed to help you sell more oil filters and oil. Gives excellent sales arguments to use on customers who want to postpone necessary service till another day. It's easy to read with cartoons emphasizing the many sales and service tips. Purolator Products, Inc., Rahway, N. J.



NEW PRODUCTS AND CATALOGS

700—Scope

Just 2 controls, 3 external connections, dial test selector and stability are the outstanding features of the "3/2" scope announced by Allen Electric and Equipment Co., 2101 North Pitcher St., Kalamazoo, Mich., which incorporates also the color-coded hook-up calling for only 3 connections made at the distributor.

Controls are simplified by the use of an electronic locking device to in-



sure pattern stability without adjustments of any kind, the manufacturer said, with the result that scope has only 2 controls—one for "pattern parade" and another for "pattern expand." These controls, plus a test selector switch, provide superimposed primary and secondary readings plus secondary voltage checks at 15 KV and 30 KV levels. A pushbutton allows direct reading of cam angle in degrees while cranking the engine with distributor cap removed. A spark plug condition reading is also provided. The 23-lb. unit can also be used as a road-test scope with the addition of a standard commercial 50-watt inverter.

Want more info? Use coupon on page 107 and you will get it!

701—Torsion Loader

"Cambria" torsion loader, introduced by Tuthill Spring Co., Mokenca, Ill., reportedly enables torsion suspension of Chevrolet and GMC trucks to operate normally under excessive loads.

Up to 6,250 extra pounds reportedly may be hauled safely by employing



this device. Seven different precision-manufactured units fit all 1960 and 1961 series C-10 through C-80 Chevrolet trucks and GMC trucks, series 100 to 3000, 3500 to 5000. Complete kits include 1-, 2-, 3- or 5-leaf spring, U-

bolts, nuts, plates and illustrated instructions.

Want more info? Use coupon on page 107 and you will get it!

702—Cooling System Cleaner

For increasing engine efficiency and eliminating overheating by removal of scale, rust and slime from cooling systems of automobile, truck and diesel engines, "Scalene," introduced by Lester Laboratories, P.O. Box 4897, Atlanta 2, Ga., reportedly cleans the system completely in 30 minutes without manual labor.

Product is poured into radiator and engine allowed to run at idle speed for 30 minutes. It contains no strong or fuming acids, it was claimed, and is completely safe to use. It is non-corrosive to steel, copper and aluminum and will not harm gaskets or hoses.

Want more info? Use coupon on page 107 and you will get it!

YOU HAVE TO SEE IT TO BELIEVE IT!



"DA" Sander

Does Wet Sanding
Without Water

Use the "DA" for a Week

Ask your jobber for the use of National's "DA" on a free trial basis. You will note that the sanding pad is off center and revolves free and independent of the driving-head. This produces an unusually scratch free surface as the abrasives are traveling in a non-directional pattern. You can see how "DA" sands prime, surfacer, and putty . . . removes rock chips and scratches in color without going through the prime. You will discover Model "DA" does not generate heat and soften paint . . . that Abrasive lasts longer.

Call Your Jobber Today for Loan of National's "DA"

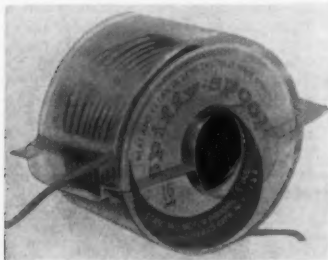


NATIONAL-DETROIT, INC.
ROCKFORD, ILLINOIS

703—Wire Spool

"Spiffy Spool," announced by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City, N. Y., reportedly enables the mechanic to buy spooled wire in convenient, less-than-100' lengths and gives him a dispenser package that keeps the wire neat, clean and visible.

Each spool is enclosed in a rigid plastic "bubble" which allows the me-



chanic to reel off any desired length but keeps the remainder from unravelling. In addition, dispenser keeps off dirt and grime, while allowing contents to be seen. Spools are available in wire gauges from 18 to 10. A special number containing 15' of 7mm cable is made for ignition wiring jobs. All popular insulation colors are available in each gauge.

Want more info? Use coupon on page 107 and you will get it!

704—Alternator Tool Set

Specialized tools for servicing Chrysler products, including 1960 Valiants, and Autolite alternators, announced by Draf Tool Co., Inc., 30 Martine Ave., White Plains, N.Y., are available as individual units or in 3 different service kits.

"VA-600" master kit comprises a complete set of 10 tools. "VA-601" kit is made up of 9 tools and the "VA-602" kit comprises 8 tools. All come with an illustrated service manual which covers alternator assembly and disassembly, bench tests and in-the-car tests. Alternator diagnosis problems are also covered in the manual.

Want more info? Use coupon on page 107 and you will get it!

705—Snap Ring Kit

Contained in a 2½" x 3½" plastic box, an emergency package of 52 of the most-called-for snap rings for replacements in the automotive and small-motor maintenance and repair fields, introduced by K-D Tools, Lancaster, Pa., reportedly makes it possible for a mechanic to replace a broken, worn or lost snap ring immediately.

The package contains a chart with exact-size silhouettes of each of the 52 rings with its catalog and size number for re-ordering.

Want more info? Use coupon on page 107 and you will get it!

706—Brake Spring Tool

"No. 297" brake shoe retaining spring tool has been announced by K-D Mfg. Co., 526 N. Plum St., Lancaster, Pa., for use on Falcon, Comet and Valiant cars and others using that type spring.

Want more info? Use coupon on page 107 and you will get it!

707—Tread Gauge

For use in measuring premium and 100 level passenger-car tread, a "tread-used" gauge, announced by The Dill Mfg. Co., 700 East 82nd St., Cleveland 3, O., is calibrated by percentages and designed especially for simplified customer reading.

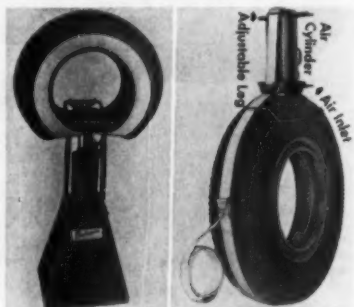
The percentage indicators are based on normal 11/32 tread. There are no charts to read or interpret. The gauge percentage reads from 0% for a new tire to 100% worn for a bald tire.

Want more info? Use coupon on page 107 and you will get it!

708—Tire-Repair Equipment

Spreading passenger tires for inspection and repair at eye level is said to be easy with the "No. 426" air-powered tire spreader (left), introduced by Bishman Mfg. Co., Rt. 2, Osseo, Minn., a large air cylinder of which is operated by foot pedals to spread the tire and leave both hands free to rotate the tire resting on built-in rollers.

"No. 943" air-powered bead expander (right) reportedly simplifies expanding



the beads on heavy truck tires. Unit consists of a powerful air cylinder and a strong nylon strap with aircraft-type safety buckle. Strap is wrapped around the tire and drawn snug, then air is applied to the cylinder to compress the tire and expand the beads.

Want more info? Use coupon on page 107 and you will get it!

709—Glass Parts Catalog

Listing complete glass specifications for all American cars, trucks and buses, as well as glass for foreign vehicles, "Shat-R-Proof Auto Glass Parts Catalog" for 1961, published by Shatterproof Glass Corp., 4815 Cabot Ave., Detroit 10, Mich., features an interchangeable parts section which lists makes and models of all automobiles using each NAGS pattern number. Also included is safety glass area chart along with a brief description of glazing materials laminated safety plant, laminated safety sheet and tempered glass.

Want more info? Use coupon on page 107 and you will get it!

710—Oil Conversion Kits

Direct oil conversion kits for Ford cars and trucks and Mercury cars, announced by Planet Metal Products Corp., 966 Dean St., Brooklyn 38, N.Y., reportedly eliminate the search for exact fitting and the need for cutting and re-cutting copper tubing.

Want more info? Use coupon on page 107 and you will get it!

711—Fastener Catalog

Popular fasteners are coded to indicate fastest-moving sizes in a 28-page catalog published by The Lamson & Sessions Co., 5000 Tiedeman Road, Cleveland 9, O., which includes a complete selection of fasteners and assortments for car, truck, farm implement and off-the-highway equipment, plus selling tips and application data. Additional information on several new items in the bumper bolt, expansion plug and battery hold-down lines is provided, along with carriage and machine bolts.

Want more info? Use coupon on page 107 and you will get it!

712—Paint Reducer

"#888" fast-set reducer, developed by Zac-Lac Paint & Lacquer Corp., 350 Simpson St., N.W., Atlanta, Ga., reportedly contains all working solvent qualities for any type enamel finishing.

Regardless of spraying conditions, reducer is said to assure a smooth, imperfection-free job because of fast-cutting action with all enamels and speedier initial set. Flow-control feature of the reducer makes enamel uniform throughout, making application smoother than ever, according to the manufacturer.

Want more info? Use coupon on page 107 and you will get it!

713—Coil Package

A universal coil package that covers more than 1,500 different applications on today's cars, trucks, farm tractors, combines, marine and industrial applications has been announced by The Electric Autolite Co., Toledo 1, O.

The 4-coil package contains 3 non-ballast-type universal coils (two 6-volt and one 12-volt) and one universal 12-volt ballast-type coil. The coils reportedly provide lower operating temperatures, contributing to quick starts and peak performance. Each coil is hermetically sealed in a seamless container and is oil-filled under vacuum and pressure.

Want more info? Use coupon on page 107 and you will get it!

714—Fender Cover

"Protect-O-Mat" fender cover, introduced by H. B. Egan Mfg. Co., P.O. Box 1406, Muskogee, Okla., is 40 x 28" in size and is made of sponge rubber bound with vinyl.

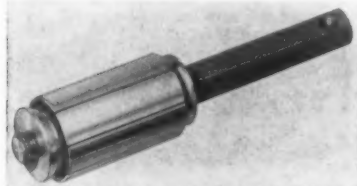


Its substantial thickness reportedly prevents scratches and dents, keeps grease, grime and acid away, while the rubber backing prevents slipping. Mat wipes clean and is washable.

Want more info? Use coupon on page 107 and you will get it!

715—Pipe Expanding Tool

A tool designed to take clamp grooves and dents out of muffler bushings and pipes in a matter of seconds, introduced by Walker Mfg. Co., 1201 Michigan Blvd., Racine, Wis., is said to provide a perfectly formed, burr-free pipe for safe, gas-tight exhaust system connections.



"Spee-D-Expander" is adjustable to fit pipes from 1½" to 2½" I.D., and reportedly can expand a pipe up to a length of 6½" merely by repeated positioning.

Want more info? Use coupon on page 107 and you will get it!

716—Torsion Bars

Torsion bars for Plymouth, Dodge, De Soto, Chrysler, Dart and Valiant cars, announced by Toledo Steel Products, Division of Thompson Ramo Wooldridge, Inc., 6402 Cedar Ave., Cleveland 3, O., reportedly are made of the highest-grade chrome-manganese steel, scientifically heat-treated, shot-peened, preset, Magnafluxed and enameled to resist corrosion.

They assure optimum vehicle handling, ride comfort and sag resistance, it was claimed. Anchor bolt and swivel assemblies are also supplied by the company, as are rear anchor seal kits. The bolt and swivel assembly provides a free-turning adjusting mechanism to aid front-end height adjustment. The seal kit keeps surface corroding road materials away from the rear anchor portion of the torsion bar, thus increasing its life, the manufacturer said.

Want more info? Use coupon on page 107 and you will get it!

717—Tubeless Repair Units

"ChemWeld" cold vulcanizing tubeless tire repair units, announced by Knicks Mend-Rite Co., 1447 Gentry Ave., North Kansas City 16, Mo., feature a green chemical cure facing gum which permits cold vulcanization when used with self-vulcanizing fluid. (Repair may also be vulcanized by regular heat method.)

Units are said to give more strength and flexibility to repairs because of 1100 denier "Tyrex" free-floating cord embedded in pure rubber. Face of each unit is protected by polyethylene film. Slit backing effects easy removal. Six popular sizes are available for passenger-car, truck and tractor tubeless or tube-type tires.

Want more info? Use coupon on page 107 and you will get it!

718—Body Rivets

Body fastening methods, such as spot welds, bolts and nuts and sheet metal screws, reportedly may be replaced successfully by "pop" rivets, announced by Marson Corp., Revere 51, Mich.,

installed with an easy-to-use "pop" riveting tool which operates like pliers.

With the tool, any mechanic or body man, operating from one side of the job only, can fasten metals from 1/50" to ¾" thick, it was claimed. The clinching action of the rivets purportedly exerts as much as 600 lbs. of squeeze between parts, providing a permanent, vibration-proof fastening, set under maximum pressure by a simple hand tool.

Want more info? Use coupon on page 107 and you will get it!

719—Tire Spreader

A lightweight, compact passenger-car tire spreader announced by May



Brothers Mfg. Co., 21300 Eureka Road, Taylor, Mich., is said to fit conveniently on top of all May "Model 62" and "58" series tire changers.

"Model 101" handles all passenger-car and light-truck tires, giving a wide inner bulge for easy inspection and repair. The curved jaw clamps are also said to prevent tire bead damage.

Want more info? Use coupon on page 107 and you will get it!

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original equipment quality! Whatever the make car, whatever the styling preference, there's a smartly designed Lucas accessory lamp to suit your customers' individual lighting needs. You'll have more *satisfied*, more *profitable* sales when you recommend these and other genuine Lucas "made in Britain" accessories. Send today for the new Lucas 12-page accessory booklet and details on the complete line.

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Because it can be used with a $\frac{3}{4}$ " drive ratchet, flex handle, torque wrench or extensions, this tool removes and replaces even inaccessible filters on every American-made car! Also, because of its compact design, it works equally as well on either vertical or horizontal filters. It's a real time-saver! Bright finish.

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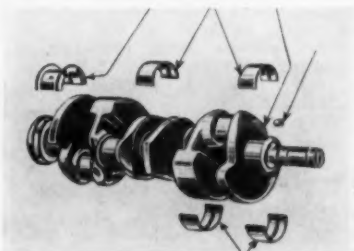
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Herbrand Tools

HERBRAND DIVISION • THE BINGHAM-HERBRAND CORPORATION
FREMONT, OHIO

720—Rebuilt Crankshaft Kits

Remanufactured crankshaft kits, announced by Mustang Engines of Garland, Texas, are said to be as good or better than original equipment.

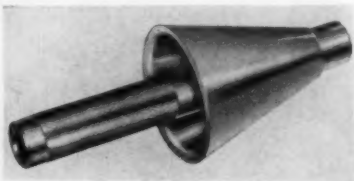


Each kit is complete with precision reground and polished crankshaft assembly along with new rod and main bearing inserts. A guaranteed trade-in policy provides that all worn crankshafts are accepted for trade-in regardless of condition, except when broken.

Want more info? Use coupon on page 107 and you will get it!

721—Pipe Shaping Tool

Designed for fast and accurate reshaping of exhaust system pipes and muffler bushings, "Spec-D-Shape," announced by Walker Mfg. Co., 1201 Michigan Blvd., Racine, Wis., is a tool featuring a taper design for easy-shaping action regardless of the size of the pipe or bushing.



Tool reportedly provides muffler installer with means to assure gas-tight exhaust system connections. Dual-purpose extended prying tip quickly and easily shapes badly damaged pipes and bushings, the manufacturer said.

Want more info? Use coupon on page 107 and you will get it!

722—Windshield Wiper

"Twenty-Twenty" heavy-duty electric windshield wiper, introduced by Commercial Sales Division, American Bosch Arma Corp., Springfield, Mass., derives its name because of capacity to operate an arm up to 20" long carrying a 20" blade and consists of a heavy-duty version of the WWC electric windshield wiper motor, a mounting bracket and an oscillating shaft with connecting drive linkage all consolidated into one unitized assembly.

Two crank arms with different lengths of throw and 4 lengths of pivot shafts, each provided with 3 crank pin holes, enable the "Twenty-Twenty" to be assembled to provide 5 different wiping angles (68 to 127°) and 4 pivot shaft lengths ($\frac{1}{4}$ ", 1", 2", 3"). When assembled for a 127° wiping angle, wiper clears a 223-square-inch area of the windshield, it was claimed. Its

large size, especially the 20" vertical dimension of the cleared area, makes it an ideal windshield wiper for use on buses, large trucks, off-highway mobile equipment, etc.

Want more info? Use coupon on page 107 and you will get it!

723—Buffing Liquid

Liquid "Magic Buff," a product used for making repairs on tubes, tires and other rubber articles, announced by Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas, produces a chemical action for cleaning away silicon and soapstone and reportedly eliminates the necessity of mechanical or hand buffing to prepare the surface for application of patches.

Liquid is applied with a cloth and no special applicator is required. It is recommended for both vulcanizing and cold patching, and also for making a better seal between tubeless tire and wheel rim.

Want more info? Use coupon on page 107 and you will get it!

724—Battery Testers

A revised line of battery chargers and testers, announced by Christie Electric Corp., 3410 West 67th St., Los Angeles 43, Calif., incorporates improved features which reportedly will extend service life and add to performance capabilities. Included are 6- and 12-volt testers, both "open circuit" and "load" type testers and combination units.

Want more info? Use coupon on page 107 and you will get it!



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Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

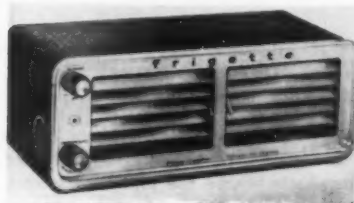
Single \$15 to \$22 Suites to \$60
Special rates by the month or lease

Robert Sarason, General Manager
OREgon 9-3900

725—Air Conditioner

"Silver Dawn" automobile air conditioner "small enough to fit the compact cars, yet powerful enough to cool the largest-model station wagon," introduced by Frigiquip Corp., 3724 North May Ave., Oklahoma City, Okla., is 6 3/16" high.

It combines a satin-finished, anodized aluminum face plate with a vinyl cov-



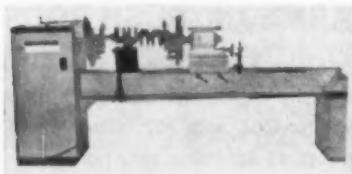
ering laminated to a steel cabinet. Multi-adjustable louvers allow passengers to direct the flow of air exactly where they want it, according to the company. Twin squirrel cage blowers reportedly make better use of the surface area of the super-size evaporative coil.

Want more info? Use coupon on page 107 and you will get it!

726—Grinding Equipment

"Model 130 Journalmaster," announced by Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas, reportedly answers the demand for a way to rotate crankshafts while building up journals.

Designed with a vari-drive motor to permit rotation of shafts from 1 to



40rpm, equipment is said to insure proper alignment of the crankshaft. It is properly shielded for metallizing process and properly grounded for welding process, the manufacturer said. Simplicity of operation purportedly is the outstanding feature of the machine, which is available 66", 84" or 96" between centers, swing 22" and stroke 10 1/2".

The company's "Model 920" crankshaft grinder is especially designed for grinding small crankshafts such as Briggs-Stratton, Lauson, Clinton, Renault, etc. "Model 60" milling machine reportedly provides a vertical milling process for the engine rebuilding shop to resurface the factory way.

Want more info? Use coupon on page 107 and you will get it!

727—Carburetor Kits

A carburetor tune-up kit including a plastic needle tip which reportedly assures tight seating at all times—even when fuel is contaminated by iron oxide—has been introduced by Precision Automotive Components Co., of Manchester, Mo.

Available for all Chrysler Corp. cars, kit includes needle and seat assemblies with Viton (a synthetic rubber which withstands very high temperatures) tip. Kits for all other popular makes will be on the market soon, the manufacturer said.

Want more info? Use coupon on page 107 and you will get it!

728—Torsion Bars

Torsion bars for Chrysler-made cars, announced by Thompson Products Replacement Division, Thompson Ramo Wooldridge, Inc., 6402 Cedar Ave., Cleveland 3, O., reportedly are designed to original equipment specifications and manufactured to withstand

greater stress and strain at anchor points.

Made from premium-quality chrome-manganese alloy steel, scientifically heat-treated, shot-peened, Magnafluxed and enameled for maximum protection against corrosion, each bar is specifically designed for its side of the car and is pre-set for right- or left-side installation. Pre-setting increases torsional strength up to 35%, it was claimed. Kits feature a free-turning mechanism that permits easy adjustment of torsion bars for correct front-end height. Replacement seal kits provide protection against corrosion, according to the company.

Want more info? Use coupon on page 107 and you will get it!

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A Charger-Tester that's Easy to Use!

NEW BATTERY CHARGER-TESTER

One Simple Reading shows the true condition of any 6 or 12 volt battery. Compares cells automatically under open circuit and load conditions.

Self-Adjusting Charging automatically controls the proper rate of fast charge for each individual battery. Simply turn the charger on and forget it!

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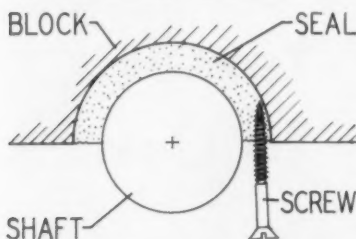


TIME SAVERS

Using Screw to Remove Upper Rear Main Seal

HAVING struggled many times to remove an upper rear main seal, I would like to pass on this Time Saver—not to mention patience saver:

Use a 3" x #10 screw and start it (as illustrated) next to block to avoid scratching crankshaft.—Tom



Jansen, 10600—109 Lane, Largo, Florida.

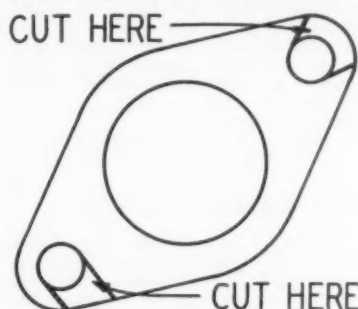
Installing Brake Shoes On Chrysler Cars

WE USE this method to save time when installing parking brake shoes in late-model Chrysler products:

First obtain 22½" length of packing case metal strap, or similar material, and then cut in two a small airplane-type clamp. Rivet ends of clamp to ends of strap so that strap can be placed around assembled shoes and secured. Thus, with shoes held securely together, both hands can be used to install springs.—Frank Salsbury, Clifton Auto Sales, 406-408 N. Beach Street, Daytona Beach, Florida.

To Replace Exhaust Pipe Flange Gaskets on Fords

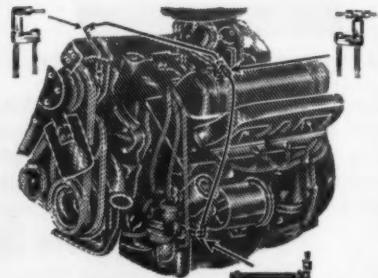
TO REPLACE exhaust pipe flange gaskets on the later-model Ford products where the pipe won't come clear of the studs, I pull the pipe down as far as it will come and re-



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Get needed lubrication back to valves and rocker arms without expensive engine overhaul! Quick, easy-to-install CHAMP No. 201 and 202. Gives proper amount of oil under all operating conditions.

Use just a drill and wrench to install... provides proper oil flow and overflow for excess... works like original system.

No. 201 Auxiliary Rocker Arm Oil Line for 1954-'61 FORD (8 cyl.) & MERCURY small engine where studs run through top of valve cover. LIST \$7.00 each.

No. 202 for 1953-'61 CHEVROLET (6 cyl.) LIST \$3.50 each.

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move the old gaskets by tearing them up with pliers.

The installation of a new gasket is made by cutting it as shown. This can be done easily with side cutters or tin snips. I have used this method several times.—Joe Wheat, 1228 Center Street, Bowling Green, Kentucky.

To Stop Door Leaks In Lancers, Valiants

WHEN servicing Lancers and Valiants for water leaks in the body at front doors, notice where the top of the door joins the lower door that there is a crease at front of door and water follows this crease past the weatherstrip into the body itself.

To remedy, drill 1/4" hole in the groove just above the crease. This allows the water to flow into door body and drain out at bottom of door.—Francis Edmonds, Box 26, Linn, Kansas.

Solder Starter Brushes With Battery Charger

ALTHOUGH most of us have long known that a carbon stick attached to a battery is one of the best ways to solder brushes and posts on some starters, a 12-volt battery arcs too much for proper soldering and 6-volt batteries are getting a bit scarce.

A fast charger is a good substitute. It has the advantage of being always ready and, since on most of them the amperage is adjustable, the amount of heat can be controlled almost like a welder. To use, connect one lead to the carbon stick and the other to the work, turn the charger on 6 volts and you're in business.—Lynn F.

Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

Employing Easy Method To Disengage Bendix

I HAVE found a very easy way to disengage the Bendix drive in Ford starter.

Run drive all the way out to where cutout or ball locks in gear. Place small piece of paper folded to size of groove in cutout, hold base of drive and run back. Drive is then ready to be installed. This can be

done with drive on starter or off.—C. C. Farmer, Jr., 214 18th Avenue E, Cordele, Georgia.

Knoxville Dealers Elect

R. V. Weaver, president of Weaver Sales Co., has succeeded Sam Beaty as president of the Knoxville (Tenn.) Automotive Trades Association. Other officers are David Kerr, vice president, and attorney J. W. Baker, secretary-treasurer. Directors are Marion M. Pickle, Jr., and Allen J. Ware, Sr.

TORQUE WRENCHES



This Mark* Guarantees:

1. Guaranteed accurate forever within 2% of maximum scale reading.
2. The only wrench that permits accurate use of adapter & extensions. Patented pivoted handle permits concentrated load position—the only way to obtain accuracy with adapters and extensions.
3. Rugged construction. Can be stored in a tool box with other tools.
4. Easy to use as any socket wrench.
5. Signalling models and direct reading styles to choose from.
6. A complete range to choose from to meet every service application.

*These are the same torque wrenches used and recommended by leading engine and equipment builders.



Valve and Clutch Spring Tester

Test new as well as used springs. Match sets of valve springs for top engine performance. Check clutch springs to prolong clutch life.

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Torque Specification Book for over 130 makes and more than 1200 models of automobiles, (U.S. and foreign) trucks, tractors, outboards, motorcycles, diesel, aircraft, marine and small air cooled engines. Spark plug, wheel bearing, valve spring data and many helpful torque tips sent free upon request, write Dept. 408



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ADDISON QUALITY ILLINOIS



Guiding the affairs of the Mississippi Automobile Dealers Association for the coming year will be (l. to r.): Paul G. Moak of Jackson, vice president for central Mississippi; Frank England, Jr., of Greenville, secretary-treasurer; Roy Burrow of Laurel, vice president for the Southern portion of the state; Jimmy Fowler of Jackson, president; H. L. Roberts of Shelby, vice president for north Mississippi, and Lawrence E. "Larry" Davis of Jackson, executive vice president. Not shown are Harry J. Vickery of Houston, immediate past president, and S. E. Kossman, Sr., of Cleveland, the state's NADA director and NADA Southern regional vice president.



"Honest, officer, it's the first time I've ever seen a Kwiky Power Steering Repair Kit!"

Specially-selected Assortment of **8 Kwiky Repair Parts Kits** to service the most popular power steering units! Designed to make it easy for your mechanics to make fast power steering repairs to the Pitman shaft, control valve, oil pump, etc. Service more cars, with less inventory and less investment! Each low-cost **Kwiky Kit** contains only the most necessary parts such as "O" rings, gaskets, seals, washers, etc.—eliminates expensive, rarely-used hard parts! Your profit: \$14.60 plus installation profits!

- Free colorful display carton takes up only 6" x 9¾" of space!
- Covers all GM, Ford, Chrysler, American Motors and Studebaker-Packard models starting with 1952!
- Illustrated instructions in each Kit!



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POWER STEERING
REPAIR KITS
DISPLAY ASSORTMENT

Profitless, Dealers Disagree

(Continued from page 34)

ident of the Tennessee Automotive Association who has long been a leader in his state's dealer activities—"There are too many new cars. Have to force a market."

J. Earl Speed, Hathorn Motor Co., Prentiss, Miss. — "I believe the toughest problem the dealers will face this year, as in years past, will be trying to handle a large surplus of cars caused by the overproduction by the manufacturer. The dream of a 7,000,000-car market by some of the 'bigwigs' may eventually break numerous small dealers.

"Flooding the market with this surplus of cars has forced the dealers to accept such practices as long-credit deals, low-gross deals and other unhealthy practices, in order to be able to move these units."

Some Chevrolet dealers—and others — certainly wanted no one to think they were singing the blues. D. A. Gates, Jr., president of Newman Chevrolet Sales Corp. (Chevrolet-Oldsmobile), Farmville, Va., said that expenses were headaching him. His unit sales should run about the same this year as in 1960, he said.

"My expense coverage is 74% now and by cutting expenses in '61 I believe my net should be up about ten per cent," he said. "Service and parts business has been excellent in 1960."

"Tight money" has been keeping too many customers out of the showroom, many dealers complained. The longer new-car warranties should help lift shop volume, a number predicted.

H. Grady Spann of Eveready Motor Co. (Chevrolet), Waverly, Tenn., visualized "squeezing out net



If you were fooling around in the automotive business in South Carolina in 1915, you may recognize these deceased gentlemen (l. to r.): Harold C. Booker, secretary of the South Carolina Automobile Trades Association, and A. Mason Gibbs, both of Columbia. The association was the forerunner of today's South Carolina Automobile Dealers Association. Gibbs handled Packard for several decades and Gibbs Machinery Co. today operates both a car dealership and a parts wholesaling business. If you would ride back to the association's earlier years, read the sparkling piece on page 51.

profit" as his biggest '61 problem and declared:

"There are too many in the business who think it can be done on too-low margin."

Said Durbin J. Gibbons of Auto-home Buick-Rambler Co. (Buick-Rambler-GMC), Thibodaux, La.:

"Overproduction of new cars and flooding of the market is the greatest hazard to the franchised dealer today. A poor dealer with bad management, unethical practices, underselling and discounting is the greatest loss producer for good dealers in any given locality.

"If and unless the manufacturers of automobiles continue and improve their present program to build a retail outlet of quality dealers only, the automobile dealers are doomed for extinction.

"Few men will today invest one to three hundred thousand dollars in a business that is so hazardous. The factories make very little, if any, effort to protect or help the quality franchised dealers they now have. They have yet to realize what a tremendous if not fatal loss they would suffer if the quality dealers continue to fold up.

"It seems unbelievable that a group of highly intelligent men who

operate the huge investments of automobile manufacturers could overlook, in my opinion, the most dangerous situation that has ever confronted the industry.

"It has taken 50 years for the industry to build up a retail system consisting of some of the finest businessmen in the country and they apparently are standing by gradually losing the cream of the crop,

and through greed taking on any and everything that comes along in their mad race to be on top in sales volume. They lose sight of the fact that quality merchandise produced consistently over the years would automatically produce the sales."

And, in the form of an echo, said C. W. Scarbrough of Scarbrough Motors, Inc. (Rambler-Comet-Lincoln-Mercury), Pine Bluff, Ark.:

"The franchised auto dealers are becoming, more and more, should I say, Pawns of the Factory. Yes, there is no doubt about it: The auto manufacturers control the auto business by keeping the franchised dealer overstocked with new cars and especially with undesirable models—hard-to-move-or-sell models. Looks to me that there will be some dealers that will have to go.

"I personally think that the factories will have plenty of worries by the end of 1961. They are looking through rose-colored glasses at present time. In fact, they are asleep to the real conditions of their dealers as a whole.

"We all recognize that small business is in a squeeze. However, the franchised auto dealers are in a particularly tough spot. I have been in the auto business 32 years and I must say that it is much more difficult to show a profit today than at any time during my entire experience.

"I sincerely hope that the federal government does not find it necessary to meddle with the retail auto business. Some dealers are clamoring for this now."

Quite a few dealers also mentioned the depressed and glutted used-car market and the lack of seasoned car salesmen.

This signboard truck gets around. On weekends R. M. "Bob" Crowe (shown here), president of the Greater Knoxville (Tenn.) unit of the Independent Garage Owners of Tennessee, parks this truck with its double-backed sign at some prominent spot on a main highway. The sign is one being promoted nationally by the Independent Garage Owners of America.



VALUABLE PREMIUMS FREE WITH SPARK PLUG BOX TOPS

A whole catalog full of stuff. Watches, tableware, encyclopedia sets, sprinklers, hot dog cookers, sweaters, roller skates...we could go on and on. The point is it's all free, but only if you sell Autolite Spark Plugs.



If you don't, you're out of luck. You Autolite Dealers, want to know how you can get all this free merchandise? Nothing to it. Simply tear off the printed box top, with the part number on it, from every spark plug box and lock them up in your safe. Or take 'em home and let your wife stash the tabs away. When you've got a fistful, pick out what you want from our free catalog sheets (or send us two bits



AUTOLITE

SPARK PLUG DIVISION

• TOLEDO 1, OHIO

for the big, beautiful catalog). Pick out what you want. Or let your wife do it. You know how they love pouring through catalogs. And you fellows who sell some other brand of spark plugs, we'd like you to get in on this good deal, too. Just call your Autolite Supplier. You'll find there's a good many reasons why it pays to sell Autolite Spark Plugs. Why not call him now, and go Autolite for '61.





Leaders of the Independent Garage Owners of Alabama for '61 and a national official attending the Birmingham meeting are (l. to r.): Gale Chenoweth of Mobile, national delegate; George L. Frazer of Birmingham, secretary-treasurer; Grayson Rose of Birmingham, second vice president; C. N. Stokes of Mobile, first vice president; Ben Mitchell of Selma, president, and Ralph H. James of Tulsa, Okla., executive director of the Independent Garage Owners of America.

Revived Alabama Group Hears of Safety Need

A NEWLY-BEEFED-UP Independent Garage Owners of Alabama heard Attorney General MacDonald Gallion of Alabama assert last month:

"People care more for their pets than they do for the safety of their lives. Pets are licensed, but anyone who says he is a 'mechanic' can operate a garage and take the lives of the motoring public in his hands. The car owner accepts him as qualified.

"I know of no law requiring a man who works on an automobile to be licensed or to pass any type of examination, or to adhere to any standards, in order to operate a garage. This is truly serious business. Safety experts tell us that 20% of our serious auto accidents are caused by some mechanical failure or by some defect which prevents the car operator from bringing the vehicle under quick control at highway speeds.

"Ours is a nation on wheels and 70 million motor vehicles are rolling up over 700 billion miles annually along these 'death strips' that we call the nation's highways. The staggering yearly toll of killed and injured on our highways is bloody proof that automobile safety is one of our major problems today.

"I have long felt that Alabama should have some kind of compulsory vehicle inspection to keep dangerous vehicles off the highways.

Announcing New 1961 Numbers MOOG HOLLOW solves all overload problems for

PASSENGER CARS *See catalog sheet for exceptions*

- RO-4 60-61 Comet, 60-61 Falcon
- RO-5 60-61 Valiant, 61 Lancer
- RO-1 57-60 Chevrolet, 57-60 De Soto, 58 Ford, 60 Ford Convertibles, 57-58 Plymouth, 60-61 Plymouth, 59-60 Pontiac, 58 Thunderbird
- RO-2 59-61 Chrysler, 60-61 Dodge, 60-61 Dodge Dart, 57 Ford, 58 Ford Wagons, 59 Ford Convertibles, 57-59 Oldsmobile, 59-60 Thunderbird, 61 Ford
- RO-3 60-61 Dodge Wagon, 60-61 Dodge Dart Wagon, 59-60 Ford, 60 Oldsmobile, 59 Plymouth, 60-61 Plymouth Wagons 61 Ford Convertibles

LIGHT TRUCKS *See catalog sheet for exceptions*

- RO-27 60-61 Chevrolet 1/2-ton, 60-61 Chevrolet 3/4-ton, 60-61 G. M. C. 1/2-ton, 60-61 G. M. C. 3/4-ton
- RO-25 59-60 Dodge 1/2- and 3/4-ton
- RO-26 59-60 Ford 1/2- and 3/4-ton



NO SAG



NO SCRAPE



NO SWAY

MOOG Hollow Rubber Spring adapts automatically to any load, due to its specially calibrated design. Operates only under load . . . no effect on unloaded ride! Made of tough, natural live rubber, assuring long life and quiet operation. Fast, fool-proof installa-

tion. Costs no more than other types of overloads. Get complete details on the sensational new MOOG Hollow Rubber Spring, plus full range of applications, from catalog sheet just out! See your Jobber or write: **Moog Industries, Inc., St. Louis 33, Mo.**

I'm talking about a law with real enforcement behind it.

"Every time a 'knuckle-buster' or 'shade-tree' mechanic does inferior work and overcharges for it, your entire business receives a black eye. You must weed out the gyps, cheats and incompetent operators — not wait for someone else to do it for you."

Gallion, a rumored gubernatorial candidate for 1962, added, "I would like to see a real title law enacted in Alabama with garage owners working in close harmony with

public agencies to halt the growing rate of automobile thefts."

"Travel business today in Alabama is in excess of \$120 million annually, and with the completion of our new interstate highway system that figure should be multiplied many times within the next decade. You garagemen have a great opportunity of being good-will ambassadors over and over again by your courtesy, your competent workmanship and your fair treatment to these travel guests, as well as your friends," Gallion concluded.



A series of promotions in the Chevrolet Southern field forces resulted from the retirement of F. C. Mengel, for the last ten years manager of the Southwest region at Dallas, and G. J. Metzger, zone manager at Baltimore since 1956. F. B. Walsh (shown here), regional manager at Denver since 1958, succeeds Mengel at Dallas, while R. P. Sullivan, since 1957 Baltimore city manager, fills the vacancy created by Metzger's retirement. E. D. MacCarthy succeeds H. G. Messer as assistant regional manager at Washington, D. C. T. L. Pritchett, former Atlanta zone manager, follows MacCarthy as Philadelphia zone manager, and W. A. McKee, former Houston city manager, succeeds Pritchett at Atlanta. J. J. Acree, since 1959 assistant Atlanta zone manager, succeeds McKee at Houston and C. G. Harber, formerly of the Detroit office, takes over the position vacated by Acree.

The more than 75 persons attending the annual convention of the state association at Birmingham's Pick-Bankhead Hotel elected a slate of officers who were termed leaders capable of lifting the group to a more successful plane of operation.

Earlier Ralph H. James of Tulsa, Okla., executive director of the Independent Garage Owners of America, urged, "Work closely together, contribute your share for development of your association. Today's goals are tomorrow's accomplishments."

Otto Smith of the state education department called for more garagemen to aid in enlisting the interest of young men in learning the automotive repair trade.

William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL, cited the "inability of the IGO of Alabama to get off the ground in the past years" and pointed to the rapid growth of state groups elsewhere over the nation.

Curtis Frizzell of Montgomery, former Alabama IGO executive director, reported that it had a 200% membership increase in the past year.

... New Improved Design!

RUBBER SPRING

AEON

NEW ON TRUCK APPLICATIONS

Special "catcher's mitt" top bracket keeps spring in perfect alignment for best performance.

HEAVY-DUTY ATTACHING PARTS

keep spring securely fastened. It's on there to stay!

MOOG
UNDER-CAR PARTS

MOOG MEANS MORE UNDER-CAR BUSINESS



W. P. Williams (left) of Williams & Baker, Inc., Washington, D. C., has been elected chairman of the American Motors Dealer Advisory Board. William A. Fritz, Jr. (right), of Anheuser Motors, St. Louis, is the recording secretary. Congratulating them is Roy Abernethy, AM executive vice president. Roy A. Cruze of Knoxville Motor Co., Knoxville, Tenn., the new vice chairman, was not present for the photograph.

Manufacturer Cites Four Points Favoring Hang-on Air Conditioners

By DONALD F. MITCHELL

Vice President
John E. Mitchell Co.
Dallas, Texas

THE case for the custom-installed or so-called hang-on auto air conditioner can be summed up pretty well in four words—efficiency, economy, dependability and transferability. Let me show you briefly what the independent auto air conditioning industry has to offer the fleets under each of these categories.

First, efficiency. As you know, the field-installed unit locates the evaporator or cooling coils beneath the dash over the driveshaft hump. In this position, the unit is actually in the passenger compartment itself and every ounce of cooling capacity benefits the passenger. The unit wastes none of its efficiency under the hood fighting engine heat. As a result, the quick cool-down capacity of the under-dash unit, even in slow city traffic, is unexcelled. You get cold air within half a block and lots of it—up to 315cfm, which is more air than any built-in factory unit we have ever tested can put out.

Second, economy. At least one of the independent manufacturers of auto air conditioners, perhaps others, has now established a uniform national, coast-to-coast price in the \$260 range. And that price includes everything — shipping expense, in-

Excerpts from a recent address before the New York chapter of the National Association of Fleet Administrators at New York City.

stallation, excise tax, 12-month or 12,000-mile factory warranty, etc. For those fleets whose owners prefer to have their new cars delivered with units already installed, that price even includes pick-up and de-

livery service from and to the car dealer involved, in every major city in the country.

But low original purchase price is only part of the economy picture. Economical operation is also important. Tests indicate that summer driving comfort costs surprisingly little in terms of increased operating costs. Gasoline mileage is reduced as little as one mile per gallon, never more than two. Annual upkeep cost on the unit itself is usually limited to the recommended spring check-up on refrigerant, a new compressor belt occasionally, perhaps a new expansion valve or drier and in rare cases a new compressor.

It is estimated from the records of the Automotive Air Conditioning Manufacturers Association that the average annual cost of maintaining a unit for one year, beyond factory warranty, of course, is less than \$20, including both parts and labor. I'm sure you'll agree that a figure like that doesn't even deserve consideration when compared to the increased all-around business efficiency of men who drive our summer streets and highways in 70° comfort instead of 90°, 100° or even higher.

Dependability is a third important characteristic of the properly installed under-dash auto air conditioner. You'll notice that I make no apologies for emphasizing the words "properly installed" because they're the key to success in this business. The American motorist is the most thoroughly spoiled customer in the nation, and rightfully so. He expects to receive skilled, experienced, factory-trained service on his vehicle wherever he goes—and he gets it. He is entitled to the same high standards in the installation, warranty, service and maintenance of

This Falcon—the first compact car produced in the South—last month rolled off the assembly line at Ford Motor Co.'s Atlanta, Ga., plant to become the 1,482,510th vehicle to be assembled there since operations began in 1913. The increasing demand in Southern states for the top-selling leading compact prompted Ford to take steps necessary to assemble Falcons in Atlanta.





This experimental Ground Effect Machine (GEM), tested by General Motors Research Laboratories Engineering Development Department, skims over land and water at a four-inch altitude with driver. Fore and aft fans driven by 15hp engines produce a continuous sheet of air from an annular jet around the bottom of the vehicle. This sheet soals a supporting low-pressure air bubble under the vehicle. Designed to study stability, control and propulsion problems, the GEM is 81" wide, 144" long and from ground to deck measures 14". With driver and passenger, it cruises at a 2 1/2" altitude.

his auto air conditioner, wherever he goes.

Some of the independent manufacturers have accepted this challenge more seriously than others. And here I see no reason to be coy where honest facts require specific illustration. Over the past five years, the company I represent has spent several hundred thousand dollars in recruiting and factory training over 2,100 authorized service centers covering every state except two New England states and Alaska. Every customer receives a glove compartment list showing him where to go should his unit ever require attention. Every winter and spring, refresher training courses are held at Dallas and regionally around the country to keep these outlets up to snuff in knowledge of product and quality of workmanship. . . .

That brings us to our fourth and final argument in favor of field-installed auto air conditioners—and one of the most important: transferability. This feature is especially important to the fleets, and particularly to the leased fleets, because it permits the cost of the unit to be amortized over a two-car or even a three-car period.

The cost of transferring an under-dash unit from one car to another is, of course, quite negligible if every component happens to fit

the new car and only the labor charge is involved. If a new compressor, compressor mount or drive assembly is involved, the cost runs slightly higher. At least one of the independents has adopted a standardized transfer price, in effect in every major city in the country—\$60 if only labor is involved, \$100 for labor and a new adapter kit, \$130 for labor, kit and new compressor. The distributor transferring the unit is then entitled to a trade-in allowance on the old compressor.

Simple arithmetic shows how economical the deal becomes. Suppose a fleet that trades every year is equipped with under-dash units at \$270 apiece, and then suppose these units are transferred twice at an average cost of \$100 per transfer, thus spreading the total cost over a three-car three-year period. \$270 plus \$100 plus \$100 equals \$470 which divided by three comes to an annual figure of \$156.67 for auto air conditioning.

I contend, and many of the large fleets are demonstrating their agreement, this is one of the most worthwhile business investments that can be made by concerns that have representatives on the road during the summer months.

Pick Up Seven Bucks!
You Can. See Page 119.

Profit Panel to Kickoff NADA Convention

"A FORMULA for Profit through Service" panel of experts will kickoff the 44th annual convention of the National Automobile Dealers Association to be held in San Francisco Jan. 28-Feb. 1.

Following the president's report on Monday, Jan. 30, Dr. Arthur Upgren of Macalester College, St. Paul, Minn., will speak on "Why Things Look Good in 1961 and 1971." Afternoon speakers that day will include John N. Bauman, president of White Motor Co., on "Why Truck Profits," and Logan A. Boggs of Burroughs Corp., Detroit, on "Daily Data — Knowledge and Profit."

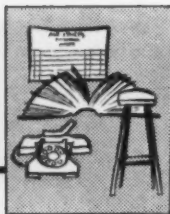
Tuesday's program will begin with the NADA 30-Year Club Breakfast to be held in the ballroom of the Whitcomb Hotel with Dr. Carl S. Winters as featured speaker. Later in the morning an address by Raoul Permeke of Antwerp, Belgium, president of IOMTR (the NADA of Europe), will be followed by a feature to be announced. In the afternoon David Sarnoff, board chairman of the National Broadcasting Company, will address the group, followed by Whit Hobbs, associate copy director of Batten, Barton, Durstine & Osborn, Inc., who will speak on "Touch Football."

"Red" Motley to Talk

On Wednesday morning, Feb. 1, the U. S. Steel Show, "Deal Me In," featuring an all-Broadway revue, is scheduled. The introduction of newly-elected officers will take place in the afternoon preceding an address by the president-elect. "Are Businessmen Second-Class Citizens?" will be the subject of an address by Arthur H. "Red" Motley, president of the U. S. Chamber of Commerce.

Entertainment highlights will include the Lawrence Welk Show with the Lennon Sisters (courtesy of Dodge Division of Chrysler Corp.) on Sunday evening. Open-house events all over town are scheduled for Monday evening, while Tuesday evening has been set for the annual convention dance to take place at the Garden Court of the Sheraton-Palace Hotel. The NADA Revue, featuring Bob Hope (courtesy of Buick Motor Division, General Motors Corp.), on Wednesday evening will close the convention.

A non-denominational, laymen-led worship service will be conducted Sunday morning.



SOUTHERN JOBBERS and FACTORY MEN

Why Our Volume's Up 25%

WE ARE situated in a tourist area and have always been very conscious of the urgency of immediate service.

An out-of-town car may have broken down on the road with a leaking fuel pump.

A young family may be stranded for the night with a defective carburetor.

A broken voltage regulator may be holding up vacationists from moving onto the next town.

From the very inception of our company on Labor Day in 1944 we established a policy of prompt service on a 24-hour basis. Our prime job was to get cars back on the road—no matter what hour, day or night.

No customer of ours was to hold up a car overnight for lack of a part 'til we opened our doors the

By J. L. SHANER

**President, Auto Parts Co., Inc.
Front Royal, Va.**

following morning.

No independent garage, station or dealer was to wait, losing time and turnover 'til a part could be obtained from out of town.

Today, more than 16 years later, we adhere without deviation to that policy.

We are firmly convinced that no single factor has contributed more to the steady annual growth and branching out of our company than prompt and conscientious service. Our stock running into six figures brings two to three turnovers a year. We average a 20% gain in sales annually, the past year exceeding '59 volume by 25%.

Despite continuing and anticipated gains, our policy has never been modified. Today the managers of our branches in Woodstock and Luray, Va.—just as management at our main store—may be awakened at any hour of the night to obtain a part that will put a car back on the road.

Last night my son, Harold Shaner, vice president of the company, was called by telephone at 3 a.m. A gas station wanted to learn whether we had a single-action fuel pump that could be dropped off promptly at its shop. A young family with a baby was stranded on the road.

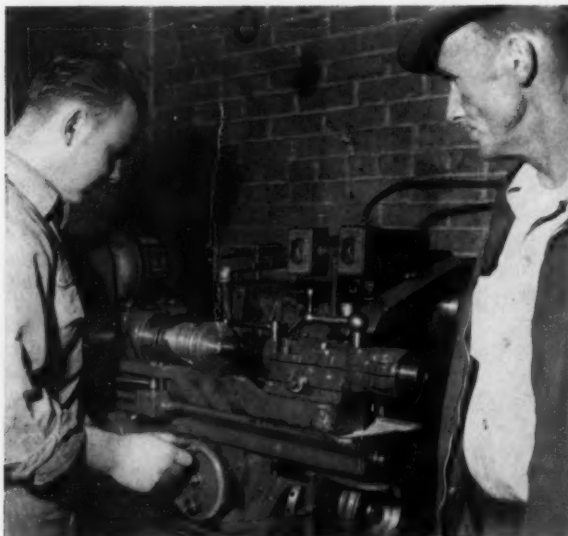
The station operator was alone and could not leave his post in the middle of the night.

Would we drop off the fuel pump as quickly as we could?

Within a few minutes my son got

Everything is dropped to handle an emergency piston-grinding job for a customer who has driven in from 25 miles away, minimizing the customer's waiting time.

A customer is stranded at night in a car that has broken down. A fuel pump needs replacement. Auto Parts Co. rushed Dorsey Sealock, counterman, to the rescue.





A full-time clerk sees that no part runs out of stock, tabbing cards green as a warning.



President J. L. Shaner welcomes the arrival of a truck loaded with mufflers. He maintains a broad inventory.

the pump from stock and had it in the mechanic's hands.

I do not have to point out that this is a low-profit item in dollars and cents, but highly profitable in good-will and future sales.

We try to put ourselves in our customers' position. We are continually aware of the keen competition they struggle with to hold onto their operations. It is not hard for us to sense their anxiety when they rush in with a damaged part from 20 miles away and would like to get back to a waiting customer. We drop everything else.

Such a situation was handled a couple of days ago when a customer brought in a cylinder head that had to be planed for a valve job. Watching anxiously as we carried out the job, he was on his way in about an hour.

It means a great deal to a garage to be able to get parts promptly and urgent service immediately. We put all our resources at the disposal of our customers. If a call for a part comes in and we cannot make the mail, milk or bus route, we run our own truck with this lone delivery.

Expensive? Of course our operating system is costly, but the good-will and future sales more than offset the overhead.

Our salesmen in their routes, too, are called on to deliver a part urgently needed by a customer.

A prompt service presupposes a comprehensive inventory accurately maintained and replenished to meet a vast assortment of situations. We employ a full-time parts clerk for maintaining our perpetual inven-

tory system. Carrying all parts in depth on volume cars, we tab cards in green where stock is running low, and place red signals on those where a part is out. Our vice president studies our card system daily for prompt reordering to keep delays to our customers to a minimum.

If we happen to have an urgent call for a part that has been ordered and we are waiting for, we lose no time in getting hold of that part.

Last week we had an urgent call for a crankshaft for a GMC truck that had broken down in our locality. Though on order, we put half a dozen phone calls through promptly to Winchester, Richmond and Washington. We were able to get the part within a couple of hours. To our customer's intense satisfaction he was able to get the truck going that afternoon.

One Sunday recently a soldier going through town was stuck with a defective generator. Impatient because he was on limited leave, he approached one of our station customers certain he would have to hang over 'til Monday. Locating one of us without delay, though it was Sunday, this station operator obtained the generator within 20 minutes and soon had the soldier on his way.

This policy to which everything else is secondary has levered our original one-man operation to a combined staff of 14 employees. Volume at our main store did not decline, surprisingly enough, when in '57 we opened our first branch in Luray, and in '59 at Woodstock. In

other words, growth of volume at these branches did not come from volume shifted from the main store.

A seemingly commonsense practice that is sometimes neglected by wholesalers is prompt attention to minor complaints. The most insignificant complaint must be straightened out to a customer's satisfaction. Taking care of it instantaneously, clearing it beyond a doubt, is necessary if it is not to grow to enormous proportions. This is our creed.

Ammco Tools Adds Three

Addition of three representatives in its Southern territory has been announced by Ammco Tools, Inc., North Chicago. Cyril Reisert will cover a portion of Northeastern Kentucky and Western West Virginia under the supervision of Regional Manager Ken Wood. Grady F. McGraw is field service engineer with District Representative Lou Chamberlain in Florida and Gene Naue holds the same position with Regional Manager Al Goodgame in Georgia and Alabama.

Womwell to Add Branch

Womwell Automotive Parts Co. of Lexington, Ky., is constructing a building in Paris, Ky., for a branch store to be opened around Feb. 1, according to Roy F. Adams, vice president of sales.

Delco batteries have been added by Bridges Auto Parts, Forest City, N. C., D. C. Turner said.



Participants in the organizational meeting of the Mississippi Automotive Wholesalers Association included this group. At head table are (l. to r.): William Harwell of Harwell Distributing Co., New Albany; G. C. Morris of Austin, executive director of the Automotive Wholesalers of Texas, and Richard A. Melvin of Chicago, executive assistant, Automotive Service Industry Association. The meeting was held at Jackson.

Mississippians Organize

MISSISSIPPI jobbers met Dec. 6 in Jackson and put underway a state association for the estimated 175 automotive wholesalers in the Magnolia State.

During the program, arranged by

James J. Clancy (left) of Fort Lauderdale, Fla., district manager of the Southeastern territory of Big Four Industries, Inc., Foster, O., received the first annual president's trophy from President Vern H. Hildebrandt. The trophy will be awarded annually "for highest district sales achievement." William Brammer of Jacksonville, Fla., received an award for selling the highest number of tire changers of anyone on the company's 75-man sales force, and Vern Hunter, also of Fort Lauderdale, was awarded a Polaroid camera kit and pewter tankard for top dollar sales volume on all products in 1960.



the Automotive Service Industry Association, the benefits of state associations were explained by Richard A. Melvin, executive assistant, ASIA; G. C. Morris, executive director, Automotive Wholesalers of Texas; Charles H. Davis, editor, *Jobber Product News*, and J. E. Wilson, Motor Parts and Supply Co., Houston, Texas.

Temporary officers and directors selected to guide development of the group are: President, Herman Crowder, Crowder Auto Parts, Columbus; vice president, William Harwell, Harwell Distributing Co., New Albany, and treasurer, Frank Bryan, Bryan-Rogers Automotive, Tupelo.

Temporary directors are Dan Wiggs, Ripley Parts Co., Ripley; Clyde Brooks, Sr., Brooks-Noble Auto Parts and Machine Co., Jackson; Aubrey Galyean, Automotive Products Co., Meridian; J. E. Holt, Milton Supply, Meridian; Oscar Johnson, Noel's Auto Electric Service, Inc., Jackson; Newton Jones, Jones Battery and Auto Parts, Laurel; Harold Hart, Hart Supply Co., Columbia; G. B. Landrum, Landrum-Welch Co., Laurel, and Graham Christian, Christian Auto Supply Co., Laurel.

Committees have been set up to explore membership services such as group insurance, workmen's compensation, credit, legislative, etc. A preliminary meeting was held with Captain R. L. Morgan, Department of Highway Safety, to discuss

the possibility of using the Mississippi wholesalers to help publicize the recently passed motor vehicle inspection law.

Next Dealer President To Address ASIA

THE man who is expected to become president of the 22,000-member National Automobile Dealers Association late this month at the San Francisco convention will be among the speakers at the annual convention of the Automotive Service Industry Association at Los Angeles Feb. 14-15.

He is Walter B. Cooper, first vice president of NADA and a veteran dealer of Fort Collins and Walden, Colo., who is known for his talks in which he rattles off joke after joke in Will Rogersesque style.

Other speakers will include Leo Cherne, executive director of the Research Institute of America, New York, and Vern K. Yoho of Yoho Automotive, Salt Lake City, Utah.

John Bury, sales manager of Purolator Products, Inc., Rahway, N. J., will address the Young Executives Form Wednesday, Feb. 15.

"Design for Dividends" is the slogan for the convention, which will precede the International Automotive Service Industries Show in the Sports Arena of the Los Angeles Memorial Coliseum Feb. 16-19. More than 1,100 display booths will be used in this show.

Kick-off event for ASIA will be the annual president's reception in the Rex Room of the Biltmore Hotel from 4:30 to 6 p.m. Monday, Feb. 13.

General convention sessions of ASIA will be held in the Biltmore Theater. There will be three half-day convention sessions and two luncheons, the latter in the Biltmore Bowl of the Biltmore Hotel on Tuesday and Wednesday, Feb. 14-15. The ASIA membership banquet will be held in the Biltmore Bowl the night of Feb. 14.

Practical advice on business management and successful operation will keynote the business sessions, according to William J. Barron, Sr., convention program chairman and president of Barron Motor Supply, Cedar Rapids, Iowa.

Warehouse distributors and rebuilders will hold meetings during show week also.

Les Thayer of Belden Mfg. Co., Chicago, is president of ASIA and his successor is expected to be J. A. "Jack" Bryant, Bowling Green, Ky., jobber, who is the group's first vice president.



Yes, sir, these Missourians wanted a state association!

Missouri Creates Group

OVER 30 wholesalers from all corners of Missouri met Dec. 4 in Jefferson City to plan the organization of an automotive wholesalers association of Missouri.

The program was initiated by the Automotive Service Industry Association after local jobbers indicated their interest via a cross-sectional poll.

The program centered on the theme of "Benefits of a State Association" and was carried out by Richard A. Melvin, executive assist-

ant, ASIA; Tom Payne, executive director, Automotive Wholesalers of Oklahoma, and Charles H. Davis, editor, *Jobber Product News* and former executive secretary of the Florida Automotive Wholesalers Association.

At the close of the spirited question-and-answer session, an election of temporary directors and officers was held, results of which were: I. H. Ward, Auto Parts and Color Co., Kansas City, president; W. Thomas Mills, Auto Parts Co., St. Louis, vice president, and James Millsap, Hermann-Brownlow Co., Springfield, secretary-treasurer.

Directors elected include Charles E. Wright, Wright Auto Supply Co., Inc., Macon; H. E. Lawrence, Triangle Supply Co., Inc., Moberly; J. J. Sohosky, Jr., Lewis Motor Supply Co., Joplin; Gordon Porter, Universal Parts and Service Co., St. Louis, and James Davis, Herb Battery and Electric Co., Kansas City.

Frank J. Schreiner (shown here) of St. Louis, Mo., has been appointed sales manager of Merit Mufflers, Toledo, O., succeeding Larry Cambridge, who will be assigned a position within the organization to be announced in the near future. A veteran of 15 years in the automotive sales field, Schreiner previously was sales manager for Carter Carburetor Co. in St. Louis. Prior to that he was sales manager for Airtex Products, Inc., and at one time was a salesman in the Chicago area for Willard Battery Co.



Safety Council Offers Seat Belt Data

"SEAT Belts Save Lives" is the title of an eight-page illustrated booklet, published by the National Safety Council in conjunction with the American Medical Association and the Public Health Service of the U. S. Department of Health, Education and Welfare.

The brochure gives factual data on how seat belts lessen injuries and reduce the possibility of death in automobile accidents. A single sample copy may be obtained from the council, 425 N. Michigan Ave., Chicago 11, Ill.

Mason Phillips to Be Virginia Manager

C. MASON Phillips, a kingpin in the creation last October of the Virginia Automotive Wholesalers Association, has resigned as general manager of Waynesboro (Va.) Auto Parts, Inc., to become executive secretary of VAWA.

The board of directors, headed up by President John F. Midyette of



Secretary Phillips

Richmond, named Phillips at its Nov. 29 meeting in Charlottesville.

Phillips has been in the industry since he and a partner opened an ill-fated Chrysler dealership in 1928. He worked for a Charlottesville parts wholesaler a few years later and was a salesman, sales manager and buyer for Charlottesville Auto Parts Corp. from 1940-51. He became head of Waynesboro Auto Parts in 1951.

Harold K. Caudill has become general manager of the latter, assisted by a board composed of C. E. "Buddy" Coiner, C. Herman Short and George R. Hoffman.

VAWA kicked off with 100 charter members, a record for the South, if not the nation.

Bredimus of Globe Hoist Is MEMA President

F. L. BREDIMUS of Globe Hoist Co., Philadelphia, has been elected president of the Motor and Equipment Manufacturers Association.

Other officers are G. H. Goehrig of Blackhawk Mfg. Co., Milwaukee, vice president; S. S. Gordon of Republic Gear Co., St. Clair Shores, Mich., secretary, and Charles H. Seibert of Behr-Manning Co., Troy, N. Y., treasurer.

Lemco Automotive line has been added by Service Auto Parts Co., Inc., Knoxville, Tenn., according to Vice President Hamilton S. Burnett.



Ada Auto Supply's new home (top) at 301 East Twelfth St., Ada, Okla., covers 22,000 square feet and is windowless on all sides except for seven plate-glass panels in the front and two plate-glass doors. The building was constructed with the view of utilizing space formerly given over to windows and is practically fire-proof. Interior includes this display area (left) at the front. Merchandise racks cover a first and second level, while an aisle leads back through a service and machine shop room. The display room has a service counter 68' long. "One thing we're proudest of," said Bobby Thompson, operator of the firm, "is the meeting room on the second floor. It's 24' by 40', air conditioned, has chairs and tables, and may be used for meetings of all kinds, including our own sales meetings." Parking space is available for 14 cars in front.

54% List Higher Sales

REPORTS of sales increases from Southern and Southwestern jobbers are diminishing, but a slight majority continue to show gains.

Answers to a questionnaire mailed to 350 last month showed 54% with greater volume the first 11 months of last year than for the same period of the preceding year, 32% with lesser sales and 14% with the same amount.

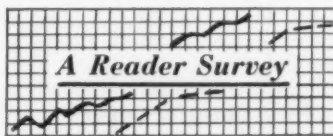
Oil distributors got a cussing from some wholesalers. A small-town Arkansan who had experienced no change in sales volumes assailed oil distributors for "selling plugs, filters and bulbs below dealer net by ten to 15% just to get the oil and gas business."

A Georgian wrote similarly and attacked wagon peddlers.

A Panhandle Texan whose business was off ten per cent complained of price competition brought on by dealers being allowed to buy as jobbers from distributors.

One Houston, Texas, executive said that discount stores were raising hob with his company. "This does not

affect the garage trade but puts a big dent in our retail sales," he said. His volume was 97.4% of the same period of 1959.



The head of a large South Alabama operation, whose sales were down two per cent, said it was "difficult to maintain suggested price schedules furnished by manufacturers due to intensive competition by major oil and tire companies and overdistribution, as usual."

Battery promotions helped a West Coast Floridian keep his sales level with the preceding year's performance.

The late arrival last month of cold weather may have helped sales in some localities. Anti-freeze sales continued to be off as jobbers found

themselves unable to make money out of selling at prices purely to meet competition.

A Tennessean said his sales were the same, but his net profit was down ten per cent. On the other hand, a veteran Atlanta, Ga., house's sales were up 10.3%.

A long-time Mississippi operation chalked up a rise of 1.29%. The increase for a small-town Virginian amounted to 30%.

A report from Louisville, Ky., which has been hit partly by decreased sales of electrical appliances, lessening activity at a big manufacturing plant there, said its sales were down eight per cent. "It just doesn't seem to be out there this year," said this jobber.

A seasoned Columbia, S.C., jobber said his volume was off three per cent and then commented as an afterthought:

"I don't know why business just seems to be a little slow."

A big Georgia operation with several branches reported sales ahead by 1.5%.

From New Mexico came conflicting reports: One of a rise of 14% and one listing a drop of 25%.

After adding an outside salesman and doubling the shop force to two men, a Marylander said his business was higher by ten per cent.

Past presidents of the Automotive Parts Rebuilders Association who attended the "Committee for Business Statesmanship" meetings held in connection with the recent APRA convention are (l. to r.): Norman White of Minneapolis; Ralph Bishop of Fort Worth, Texas; William G. Weldon of Chicago; J. W. Harper of Dallas; H. S. Hastings of Winston-Salem, N.C.; J. W. Boulton of Oklahoma City (current APRA president); R. R. Neil of Nashville (chairman); Stanley Peterson of Minneapolis (first vice president); K. E. Goss of Denver, Colo.; A. J. Woodruff of Atlanta; Nathan M. Roberts of Chicago, association executive director, and John Lacy of Dallas. The plan to form such a committee was evolved last year by Neil, then president, to create a reservoir from which top talent and business experience can be drawn.



Booster Clubs Banquet Set for Feb. 15

AUTOMOTIVE Booster Clubs International's kick-off banquet preceding the 1961 International Automotive Service Industries Show will be held at the Beverly Hilton Hotel in Beverly Hills, Los Angeles, Feb. 15.

Sponsored by Southern California Automotive Booster Club No. 20, Inc., the banquet will be followed by an evening of dancing and entertainment by top Hollywood stars.

A.B.C. International will hold its executive council meetings at the Statler-Hilton Hotel in Los Angeles Feb. 13, beginning at 9 a.m. The board of governors' meeting with delegates from all 48 clubs will hold its all-day session on Feb. 14. J. B. Bushyhead, executive vice president of Moog Industries, Inc., will be the luncheon speaker that day.

George Snook Becomes West Coast W.D.

GEORGE D. Snook, formerly of the Southeast and who had addressed a number of state wholesaler associations, has acquired the majority interest in Jobber Service Warehouse, North Hollywood, Calif.

The firm recently completed constructing a 25,000-square-foot warehouse situated centrally in the San Fernando valley.

Inland Mfg. Appoints Gomez

Thomas R. Gomez has been appointed to the newly-created position of sales manager for Inland Mfg. Co., Omaha, Neb. Gomez joined the company in 1952 and moved to the sales department in 1955.

All roads
lead west
in February...
to the
BIG ONE
in '61!



The 1961 International Automotive Service Industries Show

presented by **PACIFIC
AUTOMOTIVE SHOW**

February 16, 17, 18, 19
LOS ANGELES MEMORIAL
SPORTS ARENA
and Portico Annex

YOU are invited to be a guest of automotive jobbers from our 13 Western States, Western Canada and Mexico...

For profits to be won, '61's the **BIG ONE**—the most important Automotive Show of the year for service trades in the Western area. More than 1100 manufacturers' booths will be filled with the very latest accessories, parts, tools, supplies and equipment for the demonstration of new service and repair techniques. At 6 PM, February 17, the exhibition will be opened to thousands of automotive retail trades personnel. Mark your calendar now—attend the 1961 I.A.S.I.S. presented by **PACIFIC AUTOMOTIVE SHOW** February 17-18-19 in Los Angeles as the guest of jobbers in...

ALASKA • ALBERTA • ARIZONA • BRITISH COLUMBIA
CALIFORNIA • COLORADO • HAWAII • IDAHO
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T-19 24" Truck and Bus Straight Spoon



T-20 24" Truck and Bus Curved Spoon

T-29

18" Tool for starting first bead down over rim



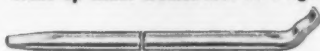
T-48A

40" Tool for removing and replacing lock rings



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LOCK RING REMOVERS
stand up under tremendous leverage



T-23 24" For Firestone RD, R-1 Rim



T-25
New 18" Ring Remover for 5" Firestone Rims



T-22 18" Combination Lock Ring Tool



T-27 18" Ring Tool for R-1 Rims

SEE YOUR JOBBER on the complete line of *Job-Designed Ken-Tools*. Forged by the largest exclusive manufacturer of top-quality Tire-changing Tools and Equipment. **THE KEN-TOOL MFG. CO., AKRON 5, OHIO.**

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KEN-TOOLS**

TIRE-CHANGING
TOOLS KNOWN, USED
AROUND THE WORLD



Recently elected officers of Automotive Booster Club, Southwest No. 4, Dallas, Texas, are (l. to r.): Paul McKay, retiring president; Ralph E. Russell, president; F. L. Wadsworth, first vice president; Mercer Battle, second vice president; Earl Beard, secretary, and Sam McLaren, treasurer. Baron Creager, Southwestern editor of SAJ, is editor of B-4's Jack Rabbit.

Bendix Corp. Combines Aftermarket Forces

FORMATION of Bendix Automotive Service, a sales and service organization to consolidate automotive aftermarket activities of nine manufacturing divisions of The Bendix Corp., has been announced.

The new organization for the first time "puts under one roof" the entire range of Bendix products for the automotive aftermarket, according to President Malcolm P. Ferguson. The consolidation is part of a major program to expand aftermarket sales, he said, and will enable the corporation to render better service to its dealers and customers through unified sales, advertising,

training and service programs, which in turn will help them improve the quality of the service they provide to the vehicle owner.

T. A. Kreuser, formerly manager of service sales for the Bendix Products Division, South Bend, Ind., has been named manager of the new organization. He will continue to headquarter in South Bend.

H. W. Oetjen has been appointed to the new position of vice president for sales, automotive and industrial markets, for Pendleton Tool Industries, Inc. The appointment is a key move in the company's new functional marketing program for specializing in and serving specific market areas. Oetjen joined the organization in 1951.



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•Starts diesel and gasoline engines (from the smallest to the largest) down to 65° F. below zero •Starts in seconds •Excellent for humid weather starting too •Millions of cans sold •Publication advertising, free displays and literature help presell Spray Starting Fluid for you. •The inventors of spray starting fluid. Patent No. 2,945,595



Sell the can with the "billy donkey" trademark

SPRAY PRODUCTS CORPORATION

P.O. Box 1988 • Camden 1, N.J.

New officers of Automotive Booster Club B-36 of Jacksonville, Fla., are (l. to r.): Harold J. Smith, president; William S. Mason, Jr., second vice president; Clyde E. Schulte, secretary, and McDuff Cain, treasurer. Not shown is James F. Heekin, first vice president.

AAR Picks Younger For President

HARRY C. Younger of Pasadena, Calif., was elected president of Automotive Affiliated Representatives by a mailed balloting, since the annual directors' meeting (where this election is usually held) will not take place until Feb. 14, Executive Secretary Ed L. Lee announced.

Other officers are H. P. DeGreen of Chagrin Falls, O., first vice president; Lee A. Bergman of Chicago, second vice president; William A. Cowan of Minneapolis, treasurer, and George H. MacDonald of Boston, secretary. Trustees are Harry G. Kitchen of Richmond, Ind., J. McEwen Cherry of Nashville, Tenn., and J. Austin Elliott of Vancouver, B. C.

Regional directors include P. L. Wimberly of Charlotte (Virginia-Carolinas), Max Yaras of Tampa (Florida Sunshine), N. A. "Red" Williams of Atlanta (Southeast), James R. Sullivan of Memphis (Mid-South), Walter E. Scott of St. Louis (St. Louis), Paul K. Wilcox of Kansas City (Heart of America) and Ed L. Shipp, Jr., of Dallas (Southwest).

Three Southerners Get AEA's "Willy" Award

WINNERS of the Automotive Electric Association's 1960 "Willy" achievement award (given in recognition of outstanding sales achievement) contest included:

W. S. Nettleton of Automotive Electric Service Co., Inc., Memphis, Tenn.; Charles G. Well, Jr., of Roberts Brothers Co., Washington, D.C., and J. Frank Wooten, Jr., of Auto Electric & Carburetor Co., Birmingham, Ala.

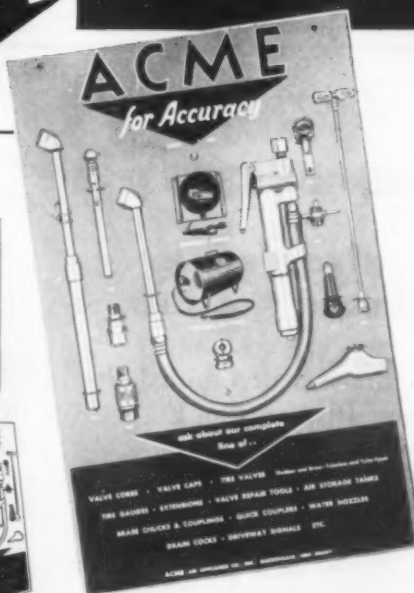
Phillips Dies in Virginia

Jack C. Phillips, 77, of Crozet, Va., father of C. Mason Phillips of Waynesboro, new executive secretary of the Virginia Automotive Wholesalers Association, died last month following a heart attack. His widow, who is 84, is among the survivors.



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This **NEW**
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"Silent
Salesman"
#3000
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will bring
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SINCE 1915

ACME AIR APPLIANCE Co., Inc.

205 NEWMAN STREET • HACKENSACK, N. J.

Promote Major Repairs, Georgians Are Urged

"THAT blue smoke coming out of the tailpipe can be turned into gold."

That's what Mel Turner, Chicago garageman who has appeared on many national and state wholesaler and garagemen's convention programs, said last month in an address before the annual convention of the Georgia Automotive Wholesalers Association. He urged his listeners to promote major repairs by their customers and told how, in his own shop, he threw out some useless equipment, hired another mechanic and added \$25,000 a year volume after soliciting major repairs.

"Piston rings sooner or later are the keystone to every service operation," asserted the veteran garage owner before the convention, which drew a record attendance of several hundred.

In another major address before the group, assembled at Atlanta's Hotel Biltmore, Cecil Morris of Battery & Electric Co., Greenville, a founding father of the South Carolina Automotive Wholesalers Association, declared that a wholesale

house "should have a good organization," but we can only have this if we have a good employer-employee relations program. In my study of this very broad field of human relations, I have come to realize that almost all business concerns fall down in communication—communication with employees and with customers.

"We know what we want done and generally how we want it done, but we neglect to communicate this information to our employees. We seem to think that our employees are all mind readers. Likewise we know what we have to sell our customers in parts and service and generally we do a poor job of telling them our story."

He recommended a written "company operating policy" as the first step in harmonious employer and employee relations.

Morris, a jobber for approximately 40 years, said his last check showed his per-customer delivery cost to be 67 cents, "but I suspect today it would be nearer 90 cents."

Executive Secretary J. L. "Jack" Wiggins of the Automotive Service Industry Association said the cooperation of GAWA's 83 members [a great contrast to the less-than-



Thomas S. Perry, warehouse distributor of Atlanta, was presented the "Mr. GAWA of 1960" award last month for his work in helping to rebuild the Georgia Automotive Wholesalers Association to its present membership of 83 in contrast to a handful two years ago. The award, in the form of a \$265 portable TV set, was presented at the banquet during the annual convention at Atlanta.

ten members of a couple of years back] was "vitally needed in the fight against the nation's major oil companies in their efforts to take over the independent automotive service industry and at the same

Winter Profits Down? LITTLE BRUTE



gives 'em a
Shot in the Arm

**Straightens Bent Crankshafts
without Dismantling Engine**

Keep your shop busy during the cold winter months . . . and be the first to offer this amazing crankshaft straightening service. With this special winter promotion you'll find winter profits do not have to go down with the thermometer! Little Brute straightens crankshafts in Briggs, Clinton, Lauson, nearly every vertical shaft 4-cycle engine made to operating tolerances. Optional adaptor straightens shafts on many popular Clinton 2-cycle engines. You can pay the low \$34.95 price of the Little Brute on your first four jobs . . . and still save money for your customers!

See your distributor, or write for complete information.

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A NEW Tire Changer

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AIR POWER Bead Breaker
AIR POWER Wheel Chuck

ONLY \$129.50

Powerful air cylinder breaks tightest beads then chucks wheel (12" through 17 1/2"). Just shoot in air from your air hose. New combination mount-dismount tool won't cut scuff or mar tires. Has built-on tool holder, bead breaker positioner, wide steel base. Ask your automotive equipment distributor for a demonstration.



Model 881-AB Tire Changer

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ROUTE 2, OSSEO, MINN.

PREVENT CARBON — FRICTION — WEAR

WITH **Stabl FLO**

Combines four motor oil additives into one balanced concentrate of three top blends

No other lube oil on the market — at any price — can compare with this top-level 8% detergent and zinc inhibitor . . . 10% Viscosity — Index Improver . . . 2% 100,000 P.S.I. anti-wear metal smoother . . . 80% narrow cut.

Insist on World's Best Lubricant

Developed by German & U. S. Scientists in 1947 Chemical Research Laboratories, Superior, Wisc.

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time create a captive market of the nation's independent service stations."

Asserted the veteran association executive:

"Despite exposure of these practices before a congressional committee in Washington, the oil companies have shown no evidence of changing their program of intimidation, coercion and outright threats to force the independent service station operator to buy from them an ever-expanding variety of automotive parts, accessories and supplies which they, the oil companies, neither manufacture nor buy and store for distribution as is the traditional role of the automotive wholesaler.

"They are finding this a profitable operation, at the expense of the independent merchant. In a recent five-year period, one nationally-known oil company received almost \$22,000,000 in commissions on sales of only two lines of tires.

"Multiply this by all the oil companies, and on a variety of products, and you have the obvious reason why they will not voluntarily abandon their efforts to take over the industry, despite the fact that the wholesalers, most of whom are small, local businessmen, have the ability and the facility to offer the public competitive prices, plus much better service. . . .

"Only strengthening of the federal anti-trust laws will protect the small merchant."

To get effective federal action, said Wiggins, ASIA has joined with the National Congress of Petroleum Retailers to form the Freedom



Leaders of GAWA for the new year will include (l. to r.): seated, Albert Barnes of Manchester, retiring president; Walter Shonhor of Atlanta, president; Hugh Fritchard of Cartersville, first vice president; Bernie Karp of Atlanta, second vice president; Robert Perrin of Atlanta, treasurer, and Henry S. Clark of Atlanta, executive director; back row, directors Jack Verner of Atlanta, E. C. "Red" Pennington of Tifton, Ashley Hobbs of Blackshear, Alton Merritt of Savannah, Sam Karp of Barnesville and Joe Davis of Valdosta. Absent were Harry Barnes of Manchester, secretary, and directors Bruce Jones of Albany, L. H. Goodman of Cuthbert, Glenn Touchstone of Atlanta, Hugh Ridgeway of Eatonton, Earl Arnau of Dublin, Harry Salmon of Rome, L. L. Algood of Teocoa, A. E. Teasley of Augusta, L. C. Sims, Jr., of Savannah, Carter Rosier of Columbus, Robert A. Meyer of Griffin, C. W. Beason of LaFayette and Jack B. Pender of Augusta.

Council to protect and increase economic freedom in the marketplace.

Ed Lee of New York, executive secretary of Automotive Affiliated Representatives, explained the na-

ture and scope of that association.

Jack Verner of Atlanta, past president of GAWA, and Henry S. Clark of Atlanta, GAWA's executive director, also spoke.

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Sherwin-Williams Names Steudel Chairman

ARTHUR W. Steudel, 68, president of the Sherwin-Williams Co. since 1940, has been elected chairman of the board and chief executive officer, a post which has been vacant since 1944.

Succeeding Steudel as president is E. Colin Baldwin, who for the past year was vice president and general manager. Steudel joined the company as an office boy in 1908. In his new post Baldwin becomes the fifth president of the 94-year-old company. His career there started in 1934.

Crescent Company Elects Two Vice Presidents

AS PART of an expansion program, The Crescent Co., Inc., and its Carol Cable Co. Division have elected Kenneth R. MacLean vice president—sales, and Louis F. Palana vice president—operations.

MacLean has been associated with the company since 1951, having been sales manager of the automotive division and later general sales manager of the automotive, industrial and electrical divisions.



J. C. Hamilton, a veteran of 40 years in the automotive service industry, has been appointed director of sales for the parts division of Aluminum Industries, Inc., Cincinnati. Hamilton entered the industry in 1921 as vice president in charge of sales for Automotive Gear Works, Inc., Richmond, Ind., now a division of Eaton Mfg. Co., and remained with that company for 17 years. From 1938 to 1954 he was sales manager of the replacement division of Perfect Circle Corp., and from 1955 to 1957 was president of a Ford dealership in Hagerstown, Ind.

Autolite Promotes Price

Robert Price, formerly merchandising manager for all automotive

battery lines for The Electric Autolite Co., is now assistant to the director of replacement sales, Edmond T. Duffy. Price first joined the company in 1949. The following year he was named assistant eastern division manager and three years later division manager. In 1955 he became merchandising manager for Autolite batteries.

Bearings Names Graham

Appointment of James A. Graham as general manager of Bearings Company of America Division of Federal-Mogul-Bower Bearings, Inc., has been announced by Robert E. Klare, vice president of the parent firm. A mechanical engineering graduate of the University of West Virginia, he came from SKF.

Alabamian Opens Third

D & W Auto Parts, wholly-owned subsidiary of Motor Parts & Supply Co., Inc., Mobile, Ala., has opened a store in Chickasaw, bringing the total to three stores operating under the D & W name, according to Lyman O. Weaver, president of the parent firm. James K. Dempster manages the new store.

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Storm-Vulcan, Inc.

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Wallace Dent—Baltimore
Everhot Prod.

W. S. Kneavel & Co.—Baltimore (AAR)

(B)
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H. S. Lindsay—Baltimore
Kem Mfg. Co.
Merv Neal—Baltimore (B)
Torque Wrench
Sam Shemer—Baltimore
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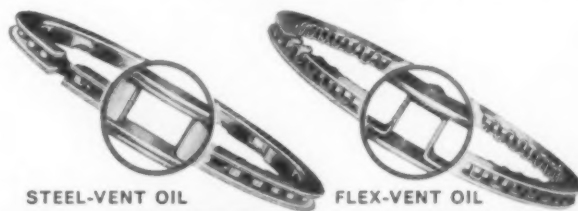
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